

THE ROTARIAN

A Magazine of Service



BISHOP WM W
810 OXFORD RD
ANN ARBOR MICH

Rotary in South America

By I. B. Sutton

Small-Town Personnel

By Will Rose

The Other Side of Main Street

An Interview With William Allen White

By Eric G. Schroeder

Four Factors of Success

By M. W. Gotthelf

Herrin and the New Order

By W. Waldo Shaver

June, 1927



Twenty-five cents



MADE FOR THE
B.V.D.
BEST RETAIL TRADE

(Trade Mark Reg. U. S. Pat. Off. and Foreign Countries)

Insist on this Red Woven Label. Nothing without it is "B.V.D."



Ever Realize the Trust You Put in An Underwear Label?

YOU don't try on underwear before you buy it. The LABEL is your sole assurance of fit, wear and comfort. That's why millions LOOK for the "B.V.D." label.

For it has the confidence of more men than any other underwear trade-mark the world has ever known. A confidence earned by service that *never* fails—by wear that's *money's most* and fit that *assures cool comfort!*

The patented features of the "B.V.D." Union Suit—the scientific design, correct shape, and finished tailoring of all "B.V.D." garments—will bring *you* the satisfaction which millions know and enjoy.

"B. V. D."
 Union Suit
 Men's \$1.50
 Youths' 85c

"B. V. D."
 Shirts and Drawers
 85c the garment

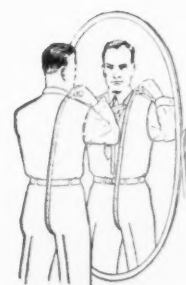
Extra large sizes obtainable
 at an additional charge

"B. V. D."
 Union Suits,
 Shirts and Drawers
 obtainable in
 Fancy Materials at
 Various Prices

© 1927
 The B. V. D. Co., Inc.

The B. V. D. Company, Inc., New York
Sole Makers of "B. V. D." Underwear

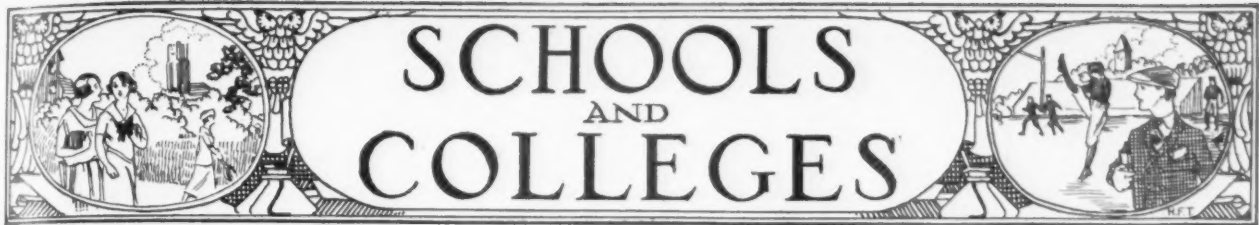
"Next to Myself I Like 'B.V.D.' Best"



How to Be Properly Fitted

"B. V. D." Union Suits are made in over sixty sizes, to fit men of widely varying builds.

Be correctly measured. Three simple encircling measurements—chest, waist and trunk—determine your proper size. If you have any difficulty in obtaining it, send your three measurements to the B. V. D. Service Bureau, 350 Broadway, New York, who will be glad to advise you.



BOYS

BOYS

GIRLS

New Mexico Military Institute

"In the Sunshine State"

A school of distinction offering exceptional High School and Junior College work under the most favorable conditions. Balanced program of academic, military and physical training. All sports, including polo and swimming. R.O.T.C. Altitude 3700 feet. Outdoor life the year round. Bracing air, dry climate. A cavalry school. Every boy rides. Moderate rates.

COL. D. C. PEARSON, Supt.

Box R, Roswell, New Mexico



M-B

WARD-BELMONT

FOR GIRLS AND YOUNG WOMEN

Offers 4 years preparatory, 2 years college work. Fully accredited. Music, Art, Literature, Physical Training, Expression, Domestic Art, Secretarial. All sports including Riding. References required. For "The Story of Ward-Belmont," address

Belmont Heights, Box 315, Nashville, Tenn.

OAK GROVE

Established 1849

A Quaker Boarding School for Girls

Ideal country location. Thorough college preparation and character training. Indoor and outdoor sports. Horseback riding for each girl. Expenses moderate. New fireproof and modern dormitory expected to be ready for occupancy in fall of 1927. Address, Principals, Mr. and Mrs. Robert E. Owen, Vassalboro, Maine.

San Diego Army & Navy Academy

"THE COMING WEST POINT OF THE WEST"

Prepares for colleges, West Point and Annapolis. University of California's highest scholastic rating. Christian influence. Land and water sports all year. Second semester now open. For catalogue address COL. THOS. A. DAVIS, Pacific Beach, San Diego, California.

PENNSYLVANIA MILITARY PREPARATORY SCHOOL

affiliated with

PENNSYLVANIA MILITARY COLLEGE

During the past one hundred and six years thousands of young men have learned here the meaning of honor, thoroughness, and discipline.

General C. E. Hyatt, Chester, Pa.

MILLERSBURG COLLEGE

Founded 1850

Select boarding school for girls, 4 to 25. Junior College, intensive College preparatory, grades, Kindergarten, special courses. Well equipped Gymnasium. Music, Art, Dramatics, Home economics, Business. Box R—Millersburg, Ky.

WENTWORTH MILITARY ACADEMY

LEXINGTON, MO., 43 miles from Kansas City

The outstanding characteristic of this school is the splendid cooperation between faculty and students which always produces the best results. Junior and Senior High Schools, and Junior College. Accredited. Oldest military school west of the Mississippi River. Excellent equipment and facilities. For catalog address Col. S. Sellers, Box 5, Lexington, Mo.

LUKIN MILITARY ACADEMY

"The School with a Personality"

A SCHOOL FOR THE SMALLER BOYS

Individual Teaching and Training

5219 Broadway San Antonio, Tex.

1868 Stonewall Jackson College 1927 Abingdon, Virginia

A Standard Junior College for Girls. Literary Courses Leading to the A.B. Diploma. Preparatory Studies for College Entrance. Special Opportunities for Music, Art, Expression, Physical Education, Home Economics, and the Secretarial Course. Splendid Faculty; Beautiful Location; Modern Equipment; Reasonable Rates. For catalog and view book, address F. W. Alexander, President.

"STONEWALL SERVES"

Just What You Are Looking For

A place where the boy can study and grow. An accredited school in a quiet town in Iowa.

E We take them large and small. We can train fit for College. business or College.

Write to the Superintendent—Epworth, Iowa

DEL MONTE MILITARY ACADEMY

Pacific Grove, California

A select Boarding School for boys.

Write for catalog

HOOD COLLEGE

Accredited college for women. A.B.; B.S., in Home Economics; B.M. in Music. Practical courses in Education, English Speech, and Art. Ten new buildings. 125 acres. Catalogue. Address Registrar, Hood College, Frederick, Md.

Columbia MILITARY ACADEMY

Prepares for College, West Point, or Annapolis on certificate. Faculty of college trained men. All sports; golf and swimming pool. 67 acre campus. 9 stone and brick buildings. Enrollment is limited.

Write for Catalog. BOX 610, COLUMBIA, TENN.

Randolph-Macon Academy

PREPARES boys for college or business life. Beautiful location in the mountains. Commodious buildings. Low rates due to liberal endowment. Modern gymnasium and swimming pool. Sports. Write for catalog.

Col. Wm. R. Phelps, Prin., Box S, Bedford, Va.

ROSE HAVEN

A Camp for 30 Christian Girls 5-14 yrs. old. Meets exact demands of exceptionally particular parents. Under direction of Rose Haven School. 8th Season. 8 miles from N. Y. C. 1 Week to 3 Months. Mary Birchard, Box 17-R, Tenafly, N. J.

WESLEYAN

Oldest Chartered College for Women. Fully accredited. Splendid buildings. Wesleyan College, Macon, Ga.

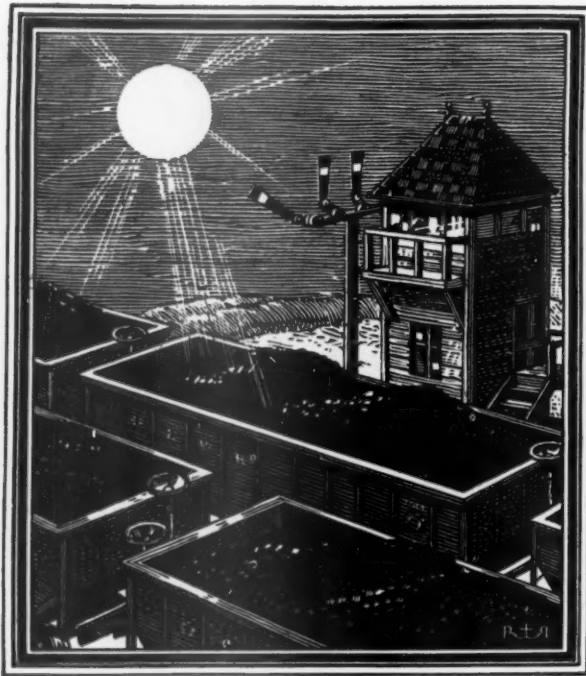
¶ The real reason why people succeed in after life is not so much the matter of difference in their brain as a matter of character.

¶ A good school develops character.

¶ The more education the better. Through education every child can be brought to a higher level or station in life. The period of youth and school attendance should be extended.

¶ The selection of a good school is very important.

Sold 140 Carloads of coal— *in* *hot weather*



FROM ALL KINDS OF BUSINESSES come reports of the use of long distance calls to get more accomplished, at less cost. Sometimes a task can be done in days by telephone that otherwise would take months. Business can be secured that otherwise would be lost. Salesmen and executives can conserve their productive time and so increase the good results of their work.

Long Distance is as important to inter-community and inter-sectional business

IT WAS SWELTERING May weather in Omaha—a bad time, you might think, to sell coal. Yet a coal company manager and his assistant compiled a list of 200 dealers in Nebraska, Iowa and Missouri who were good winter customers. Two men in three days made the calls, the charges approximating \$200. They sold 140 carloads, \$21,000 worth. Ordinarily it took three salesmen two months to cover this same territory. Never before in hot weather had sales run so high.

as the local telephone is to local affairs. How can any business concern reach its greatest development without a regular use of long distance calls?

Anywhere is as close as your telephone. Is there some distant call that should be made now? You'll be surprised how little it will cost. . . . *Number, please?*

BELL LONG DISTANCE SERVICE



Volume XXX
Number 6

The ROTARIAN

TITLE REGISTERED U. S. PATENT OFFICE

June
1927

Official Publication of Rotary International

BEFORE you become too deeply immersed in this number of THE ROTARIAN, we would like to tell you very briefly of the plans for the next two numbers.

Leading articles in the July issue will include "This Business of Government," by Robert H. Richards, former attorney-general of Delaware; "Why Father Wouldn't Understand," by Thomas Arkle Clark, dean of men at the University of Illinois, the second of a series of two articles, the first of which appeared in the April number. Ellis Parker Butler has also written a story for the July issue, which is entitled "Mr. Mulks' Terrible Whoops." There will also be a list of the general officers elected at the Ostend Convention on June 10th and as much other Convention material as the short period between the close of the Convention and the press date of the magazine will permit. These are a few of the interesting features planned for the July number.

The August number will, as usual, be the Convention Number and will be given over to stories of the International Convention and many pictures of people and events—a cosmopolitan issue representative, we hope, of Rotary's great meeting at Ostend.

This growing cosmopolitanism of Rotary is apparent in the mailing order for the June number. There are more than 125,000 copies of this issue being printed and it will be read by Rotarians in each of the forty countries where Rotary Clubs are now established. This wide audience is reflected in the material submitted to the magazine. In an ever-larger degree THE ROTARIAN is able to present timely, constructive ideas from all parts of the world. More and more member clubs are seeking out and adapting material for their own programs. Consequently ideas which originate in Czecho-Slovakia will find their way to North America, China, India, and be adapted to the local programs. For instance, an article describing the work of American 4-H clubs led to the introduction of a bill in the Australian Parliament which may affect all of the junior farmers of that commonwealth. Likewise, authors who write for THE ROTARIAN sometimes get inquiries months later from distant lands.

CONTENTS OF THIS NUMBER

HOW MARCUS AURELIUS LEARNED.....	Glenn Frank	5
ROTARY IN SOUTH AMERICA.....	I. B. Sutton	6
SMALL-TOWN PERSONNEL.....	Will Rose	9
THE OTHER SIDE OF MAIN STREET.....	Eric G. Schroeder	12
FOUR FACTORS OF SUCCESS.....	M. W. Gotthelf	14
THE SONG.....	Mary Hennigan	16
HERRIN AND THE NEW ORDER.....	W. Waldo Shaver	20
THE BOY IN THE HOUSE.....	C. Seymour Bullock	23
ROTARY TURNS THE CORNER.....	Gardner Mack	25
KIDNAPPERS AND GANNETS.....	Horace S. Cottrell	27
WHAT TEDDY PERKINS WANTED.....	Cliff Buttelman	28
ONE HOUR AND A HALF.....	George Dalgety	31
ROTARY CLUB ACTIVITIES.....		36
THE INVESTMENT TRUST.....	Malcolm Lay Hadden	52

Other Features and Departments: Frontispiece (page 4); Convention Sidelights (page 11); Facts and Figures from the District Conferences (page 18); Rotarians in the Public Eye (page 22); With the Poets (page 30); Editorial Comment (page 32); Talking It Over (page 33); Unusual Stories of Unusual Men (page 35).

I. B. SUTTON of Tampico, Mexico, is a director of Rotary International and chairman of the Board committee on redistricting. His classification is hardware-retailing and he is also interested in the only oxygen and hydrogen plant of the southern republic.

Will P. Rose, whose recent article entitled "Rotary for Rubens" elicited much comment, publishes a newspaper at Cambridge Springs, Pennsylvania.

Eric G. Schroeder who teaches journalism at the College of Industrial Arts, Denton, Texas, is a friend of that philosophic editor, William Allen White—an acquaintance which Rotarian Schroeder has shared with our readers in previous contributions.

M. W. Gotthelf is the automobile editor of the Flint, Michigan, "Journal."

W. Waldo Shaver is Area Scout Executive for Southern Illinois and attends meetings of fourteen Rotary clubs

in the course of his regular journeys. His home club is that at West Frankfort, Illinois.

Cliff Buttelman of West Roxbury, Massachusetts, has had wide experience in teaching music and edits musical publications for a Boston firm. Readers interested in the musical training of young folk will remember his previous articles in this magazine.

Gardner Mack is the pen name of a former member of the staff of Rotary International who is now radio editor of the Washington, D. C., "Post." He has been a war correspondent in the Philippine Islands, a dramatic critic, and a political correspondent.

Oscar L. Vance of Decatur, Indiana, was one of two historians selected to collect and study material connected with the Gene Stratton Porter Limberlost Trail—a memorial to the famous naturalist and novelist.

C. Seymour Bullock is a former assistant secretary, in charge of the boys' work of Rotary International. He has worked with boys in Scouting, Y. M. C. A. Boys Clubs, and organized five battalions of American "boys" for overseas service in the Canadian army.

George Dalgety is assistant business manager of Northwestern University, and frequent speaker before Rotary clubs.

Douglas Malloch has five books of verse to his credit and his syndicated poems appear in many newspapers. He is well known for his interest in the great outdoors and is a resident of Chicago, Illinois.

Horace S. Cottrell is a retailer of fancy goods at Napier, New Zealand. His interest in sea birds induced him to gather notes and films during 1920 which he and his wife used in a lecture tour in 1923.

Malcolm Lay Hadden is connected with a prominent financial concern of New York City and has written many articles dealing with various sorts of investment.

Mary (E. L.) Hennigan has heard the leprechaun's fiddle now distant, now close. She often visits her ancestral home in Ireland though she was born in Chicago and is a graduate of the University of Chicago. Her present home is at Crystal Lake, Illinois.

THE ROTARIAN is published monthly at Chicago, Illinois, by Rotary International. Harry H. Rogers, President; Chesley R. Perry, Secretary; Publications Committee: Directors: M. Eugene Newsum (Chairman), Donald A. Adams, John T. Symes, Felice Seghezza. As its official organ this magazine carries authoritative notices and articles in regard to the activities of Rotary International. In other respects responsibility is not assumed for the opinions expressed by authors. Entered as second class matter, December 30, 1918, at the Post Office at Chicago, Illinois, under the act of March 3, 1879. Terms of subscription, 25 cents the copy; \$1.50 the year in the U. S., Canada and other countries to which the minimum U. S. postal rate applies; \$3.00 in other countries.

Chesley R. Perry, Editor and Business Manager; Emerson Gause, Managing Editor; Frank R. Jennings, Advertising Manager; Philip R. Kellar, Asst. Business Manager, Editorial and Advertising Offices: 221 E. Cullerton Street, Chicago, U. S. A. Eastern Advertising Representative: Wells W. Constantine, 7 West 16th Street, New York City. Cincinnati, Ohio: A. Q. Gordon, 28 Pickering Building.



Illustration by
Bernhardt Kleboe

Look for the Good

By Douglas Malloch

*LOOK for the good,
And you will see
Red apples on
A twisted tree.*

*Look for the good;
A branch is bare,
But there are robins
Nesting there.*

*Look for the good,
For well one knows
Where there is thorn
There must be rose.*

*Look for the good;
The heights are cold,
And yet the hills
Have hearts of gold.*

*Look for the good
In folks as well;
Sinner or saint.
You cannot tell.*

*Perhaps you just
Misunderstood;
To really know folks,
Look for the good!*

How Marcus Aurelius Learned

By Glenn Frank

President of University of Wisconsin

THE Emperor Marcus Aurelius Antonius, whose "Thoughts" has been called "the purest and noblest book of antiquity," had the rare art of learning from the men with whom he came in contact.

His book of meditations begins with a long list of the things he learned from his family and from his friends. After all, it is from human incarnations rather than from spoken or written preachments that we learn the really vital truths that enrich life.

Here are some of the things Marcus Aurelius says he learned from association with his fellows:

- To live simply.
- To want little even when much was available.
- To work with his own hands.
- To refuse to meddle with other people's affairs.
- To decline to listen to slander.
- To avoid busying himself with trifling things.
- To be skeptical of miracle-workers and jugglers.
- To endure freedom of speech.
- To become intimate with philosophy.
- To be benevolent with sincerity rather than for show.
- To abstain from rhetoric.
- To accept readily reconciliation with those who offended him.
- To go slowly with those who talk too much.
- To be resolute without being domineering.
- To read carefully, and not to be satisfied with a smattering.
- To keep an even temper despite changes in circumstance.
- To accept favors courteously without letting them enslave him.

To be serious without affectation.

To tolerate ignorant persons and those who jump to conclusions.

To make his graciousness more agreeable than flattery.

To express appreciation without noisy display.

To possess knowledge without ostentation.

To refrain from fault-finding.

To see that tyranny breeds envy, duplicity, and hypocrisy.

To accept the criticism of friends in a decent spirit.

To be open in his opinions alike with friend and with foe.

To do the necessary job without complaining.

To keep his honors in right perspective.

To listen readily to those who have ideas to propose.

To investigate thoroughly before forming a judgment.

To refuse to court men with gifts.

To decline to flatter the populace for power.

To use wealth without arrogance, if he had it.

To be happy without fortune, if he lost it.

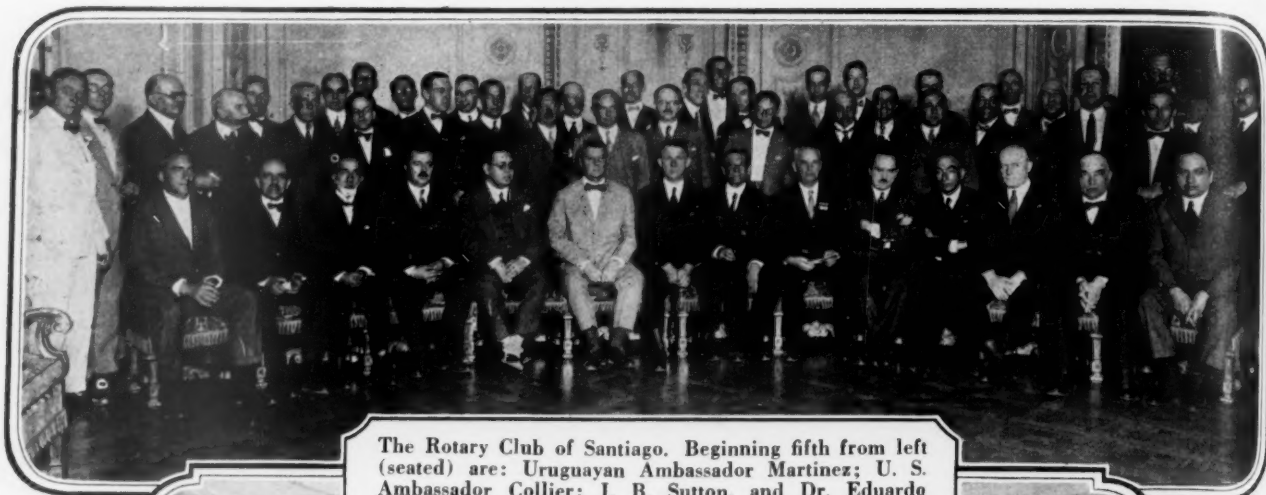
To take reasonable care of his body's health.

To respect and defer to the superior man.

To do what is needed to be done without thinking of his reputation.

To work calmly, not carrying things to the sweating point.

I have translated Aurelius rather freely. I list his gains from his associations for their own value, and to suggest that these are things that must be learned by association and experience, and not from books.



The Rotary Club of Santiago. Beginning fifth from left (seated) are: Uruguayan Ambassador Martinez; U. S. Ambassador Collier; I. B. Sutton, and Dr. Eduardo Moore, president of the Rotary Club of Santiago.



A picture of the Rotary Club of Rio de Janeiro, taken at a dinner given for Director and Mrs. Sutton by the Rotarians and their ladies. The man with folded arms (in center of picture) is Dr. Oscar Weinschenck, president of the Rio de Janeiro club.

Rotary in South America

By I. B. Sutton

Director of Rotary International

ONE finds that South Americans have so much in common with North Americans that closer ties of friendship and better understanding are easily brought about through Rotary, and become a most important step towards that mutual respect and true internationality so desirable throughout the western hemisphere and the entire world.

We North Americans have much to

learn from our cultured South American Rotarians. A better mutual knowledge of customs and practices among our respective nations can easily be developed through the points of contact available in Rotary, each inspired by that fundamental factor in all friendly relations—good-will. I found the most commendable patriotism everywhere in these great nations among the Rotarians I met, but always tempered with consideration of the rights of

other nationals, respect for their ideas, and a hospitality that knew no bounds.

A three-months' Rotary visitation trip, starting in Mexico, via New York to and around South America, of some fifteen thousand miles through Panama, Peru, Chile, Argentina, Uruguay, and Brazil, proved both highly interesting and instructive. There are today eight hundred Rotarians in eight republics distributed in cities of a combined population of eight million people.



At Concepcion, educational center of Chile, there is a group of prominent business and professional men interested in Rotary. While they have not yet been elected to membership in Rotary International, their election will probably take place soon. Director Sutton was a guest at the installation meeting of charter members. In the front row are (left to right) Hernan Gonzalez, secretary of the new club; Herbert Coates, former Special Commissioner of Rotary International; Ignacio Martinez, the president; I. B. Sutton; and Dr. Eduardo Moore, president of the Santiago Rotary Club.

The first Rotary club visited was that of Cristobal-Colon, a joint city on the Atlantic side of the Panama Canal of about thirty-five thousand inhabitants. It is the only club in all South America where the members are not practically all natives. They have been very active in community service. In the Rotary Official Directory the club is listed as in the Canal Zone. The members meet, however, in Colon, Panama, at the Strangers' Club, a delightful social center and picturesque spot on the edge of Limon Bay. Here I found a splendid opportunity for wide acquaintance and happy fellowship, as Rotarians from all parts of the world are constantly passing through the Canal.

My second visit was to the Rotary Club of Panama City, just forty-five miles across Panama, at the Pacific end of the Canal. Here we find another joint city—Balboa and Panama City—of sixty thousand inhabitants, capital of the Republic of Panama. The city is tremendously interesting, busy, and prosperous. The activities and publications of this Rotary club reflect credit on the outstanding men of Panama who make up its membership, including several of the highest government officials. It is significant to note that they are planning a Panama Conference, to be held in 1928, for all clubs of Central America and the northern part of South America. It is their intention to extend an invitation to Rotarians of all parts of the world, and their idea merits every consideration, as I look upon it as an opportunity to

promote international friendship in bringing these cities and countries closer together.

Four days later I landed at Callao, the port of Lima, capital of Peru. Lima is just a few miles inland, a beautiful city of two hundred and fifty thousand population. A delightful blend of colonial and modern architecture meets one's eyes. They are the proud possessors of the first university of the western hemisphere, founded in 1551. The many beautiful boulevards, parks, and new suburban developments, with country clubs and magnificent homes,

fine work, have sent books and gifts, and nothing impressed me more during my whole trip than my visit to the orphanage and those smiles on the faces of the children as they ran to embrace their godfathers.

I next visited the second city of Peru, Arequipa, a charming city seventy-five hundred feet above sea level and overlooked by snow-capped peaks of the Andes, rising majestically twenty thousand feet high. The Rotary Club of Arequipa is comparatively new, but I found this splendid group of men putting service into practice in reality.

reflect the culture of the Peruvian people. Here we find local community activities that would reflect great credit on any Rotary club in the world. One of the finest hotels in all South America is the result of their efforts, but the outstanding work of the club is in the St. Vincent's Orphans' Home, where each Rotarian is godfather to one of the little orphans. They visit the orphanage weekly, take the small fellows for outings, and furnish the one great thing lacking in the life of an orphan boy—affection. Some Rotarians of other countries, hearing of this



The Rotarians of Buenos Aires, Argentina. One of the major activities of the Rotary Club of Buenos Aires is the promotion of national friendship with Brazil. Starting with the second man in the front row (left to right) are: Noel F. Tribe, secretary of the new club; Herbert Coates; Eric Werth, vice-president; I. B. Sutton; Cupertino del Campo, president; Jorge Mitre, the first president, editor of "La Nacion."

Lima, capital of Peru, has an active Rotary club whose members and guests appear in this picture. Seated in front (left to right) are: Mayor Dasso; U. S. Ambassador Poindexter; Mario Forero, club president; I. B. Sutton; Keichi Yamasaki, Japanese minister to Peru; and S. Acuna, past president.



They had studied and solved the problem of mendicity in their community with a thoroughness that merits imitation in other parts of the world. Here I was privileged to enjoy the first Ladies' Night of the trip, and the first attempted by that club, in the palatial home of the distinguished mayor of Arequipa, Rotarian Federico Guillermo L. Emmel.

The President of Peru, Sr. Augusto B. Leguia, and all of the officials of Peru were so charming and attentive during our stay in their country that we shall always cherish the memories of our visit. Here, as in the other cities visited, nothing was omitted which could add either to the splendid welcome or the genuine hospitality which was everywhere encountered.

Antofagasta, Chile, on the Tropic of Capricorn, was my next Rotary stop, where I met with a group of men who were organizing a club. It is the second largest port on the west coast of South America, and, judging from the type of men it was my privilege to meet, there will be another strong club in this city.

I visited in all twelve ports on the

Pacific. Valparaiso, "Pearl of the South Pacific," well deserves her title in my opinion, as she is at once a great commercial center and one of the most beautiful cities on the west coast. Her name signifies "Vale of Paradise," and after my visit and my acquaintance with her charming residents in their home life of culture and refinement I can think of no other name quite as fitting. Here we had a delightful banquet, another Ladies' Night, also the first to be held by that club, with two past presidents of the Republic of Chile among the Rotarians present.

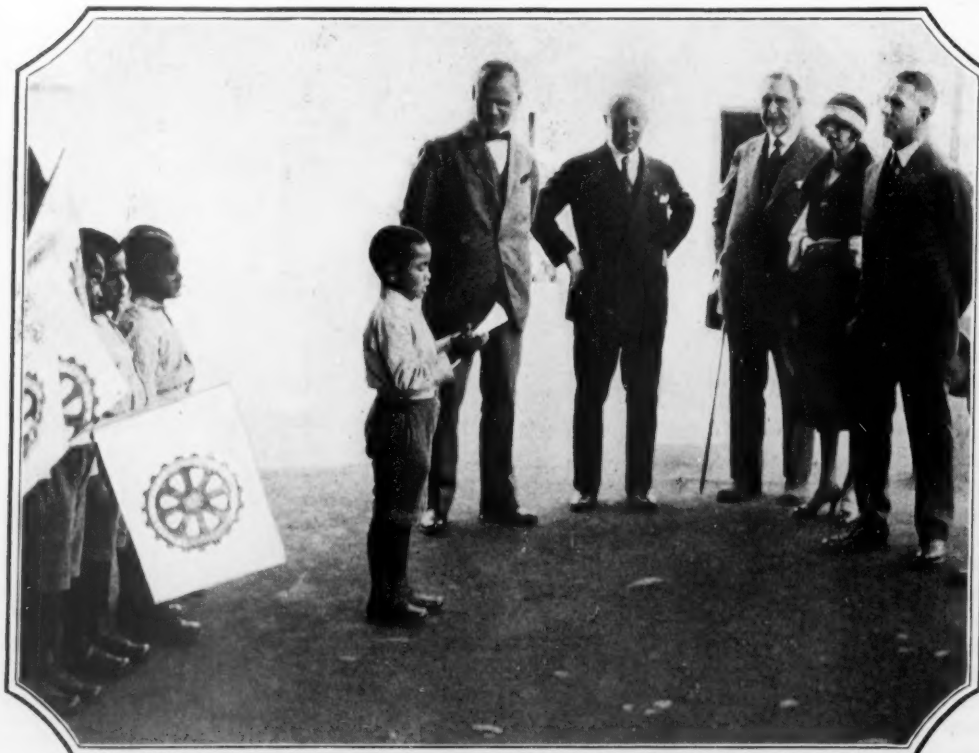
Santiago, the capital of Chile, is about one hundred and twenty miles inland from Valparaiso. Santiago has the largest Rotary club in all South America in point of membership. Also

it ranks as one of the most influential clubs on the entire continent. Many prominent men of the capital are members, including the president of Chile, Sr. Emiliano Figueroa Larraín, the head of the cabinet, the American Ambassador, the director of their principal newspaper, and on through the membership list. Santiago is a city of six hundred thousand people, the center of culture of that great people whose history demonstrates that they have exceptional administrative ability. The Club de la Union, where the Rotary club meets, is one of the most magnificent club buildings in all the world.

The third city of importance in Chile is Concepcion, the educational center of the country, five hundred miles south of Santiago. I was happy to be able to attend the installation meeting of the Rotary Club of Concepcion, whose officers and members are men of education and culture.

I also installed a new club in San Antonio, Chile, a new seaport just south of Valparaiso and another outlet for Santiago. Extensive portworks would seem to indicate further development.

(Continued on page 55)



Lima Rotarians have taken a practical interest in boys' work. Each member has appointed himself "godfather" to one or more of the boys in St. Vincent's Orphanage. The club visited the institution and found that one of the boys had prepared an address of welcome. The future orator is here shown reading his manuscript. Standing (left to right) are: F. Carlajal, secretary of the club; W. Crosby; Federico A. Pezet, Peruvian Ambassador to the United States; Mrs. I. B. Sutton and Mr. Sutton.

Small-Town Personnel

Is it really different from that of the city?

By Will Rose

SERVICE clubs were originally intended for large communities of not less than one hundred thousand population, and organization rules were laid down accordingly. But the walls of exclusion could not stand. The discovery of how ethics may be made materially profitable by the simple process of injection is so attractive, not to say miraculous, that hundreds of small towns have demanded the spiritual serum.

And being "go-getters" they are getting it. Moreover, the serum has reacted favorably; which can be true, you know, even if gorillas are not transformed into saints over night. For all of which, three cheers! But none of it happens to be more than background for what I want to say.

More specifically, I venture the suggestion that service clubs, which, with significance, cost members twenty times as much as historic lodges and organizations, and which make selections on the frankly radical basis of what a man has accomplished in business, might focus national attention on small-town personnel to discover remarkable changes and developments over the past quarter century.

For instance, the present situation leads this intrepid individual to make a wager of general interest; which is, that if a widely printed discussion were titled "Rotary for Rubes"—a smart and alliterative title, no doubt,—prompt and violent reactions by mail would show general opinion maintaining that there are no rubes today, or none, at least, in a very good state of preservation. The thesis starts an exciting evolution of memory and thought. Have we really lost this beautifully gawky, American institution?

How shall we get at the discussion? Well, the historic eye, might picture George Washington and the original John Adams meeting on equal terms. Yet the former was "from the country" and the latter "from town." If, however, Washington had lived a century later, and on the west bank of the Potomac, he would have been an American rube. But in the same hypothetical instance, John Adams would not have been a rube. The truth of these statements may become quite evident in the following manner:

In colonial days American people divided themselves into two great classes in which respective member-

THIS second article by the author of "Rotary for Rubens" reminds one that all it is necessary to do to collect a crowd in an average city is to stand on a busy corner and look earnestly at the sky. What the author has to say of the future of America's small towns will doubtless be as interesting to the city traffic-dodgers as to those who now live in the small or medium-sized towns. While much has been written on both sides, Mr. Rose, in his brief for the small-town man, throws an interesting light on the question.

ship was determined by characteristics of location and vocation. Thus the individual was townsman or countryman. Each class had its society, homes, books, politics, fine arts; and the same transportation, the same tallow candles or other portable lighting. The residence of an individual carried no psychological reaction concerning his size, wealth, wit, or importance.

Populations increased, as was only natural considering the well-known biblical injunction which fits very nicely into the nature of man, and the benefits of cheap and unlimited land and self-government. Trade increased, and America became distinctly a commercial nation wherein business was not inherited, but earned by industry and brain. Head waters were deep and broad especially in the spring when snows melted and rains increased. Much of the freight transportation was by rafts individually owned; an interesting study in these days of hundred-car railroad trains, trucks, and trailers. Centers, known later as cities, developed at ports and river intersections because markets made contact there, and bartering and turn-over were more rapid.

Soon cities found themselves too large for foot transportation and horse-cars were born, for instance; and now the city had become self-conscious of its superiority, and the country was

abashed by its homespun and monotony. Gas lights, side-walks, paved streets, mounted policemen, uniformed firemen, elevated railroads, the Brooklyn Bridge, Eden Musé and Grant's Tomb arrived in rapid succession. "Ah," said the city man, "I have bright lights, therefore I am brighter." He created the rube to show himself this pleasant thought. And the countryman admitted the allegation because he couldn't disprove it; with the result that very soon the cities were getting away with psycho-analytic murder.

My father used to say that the unfailing method of securing the best room in the small-town hotel consisted merely of writing your address as New York City and using a flourish. He insisted that an office boy could invest a dollar in a walking-stick and go big anywhere north of Harlem.

WHEN I was a small boy up in the mountains back of the Hudson River, the big week of the summer persistently postponed its arrival until Harry Lasher, whom I have disguised, came home from New York City for his vacation. Harry was one of the two sons reared by our richest farmer. His brother, Jim, stayed home on the farm with the old man, but Harry went to shorthand school and in a few years became secretary to a railroad president. The rubes gathered nightly in front of Byde Snyder's store to watch Harry drive up for his mail in his father's best buggy. Rube whispered to rube, "He gets twenty-five dollars every week." But there were no awed tones for brother Jim. All he had done was to "stay to home" where a steady job at a dollar per day was considered a good thing.

Circuses waxed fat and prosperous on the dollars of the rubes. "Wax Works" flourished. Vaudevillians, always feeling for the pleasant pulse of the public, possessed no more sure-fire hit than the credulous chap with the tuft of chin whiskers, the carpet-bag, and the drawled "dew tell" when he was offered the amazing purchase of a lot in Central Park for ten dollars—on stage.

The city has gone on to electric light and transportation, subways, tubes, radio, and trans-Atlantic telephones. But it has not quite buried its rube. Its concept of the small town and coun-

try man is still the awkward, unsophisticated person.

The city fails to realize that the small towns have progressed amazingly, too. In its conceit, it cannot or will not see our public-service systems, ribbons of concrete, bus lines, individual transportation, architecture, and bathtubs.

The urbanite persists in his fiction although the small town has often turned the city's superiority complex back upon itself. Not so many years ago, New York City brought its corporation counsel, big and fat and jovial with a silk hat on his head, accompanied by its keenest lawyers and biggest gold dollars to the court-house in a Catskill Mountain town. They were there to plead before a special commission that the metropolis should be allowed to condemn and buy the beautiful valley which is now covered by the Ashokan reservoir. The masses of the largest city in the world needed pure water, they said, and they would pay handsomely.

They did. "What!" cried the small-town lawyers in protest, "are you going to allow these well-known big city thieves to ravage us defenseless country people? Must we disturb our dead, tear down our schools and churches, drown our businesses, and lose our trout streams just because millions of our foolish population have abandoned these blessings of the open country and sunk themselves in a municipal cess-pool? Shall we be robbed to satisfy the whim of a rich and corrupt city?"

THUS they set up their most awful howl of protest—so that their ridiculously high demands for damages might seem more reasonable later. They knew what they were doing and so did the corporation counsel. Rising in his fat, sleek grandeur and doffing his silk hat to the crowded courtroom, he cried, "Cheer up, boys, there aint no hell!"

The keenest lawyer in town in those days was affectionately called "The Judge." He was small and slight in stature but a giant in brain. He was the most dignifiedly sartorial man I have ever known. So perfect in every crease and fold of his vestment was he that he would not look around in the

street without turning his entire trunk. In speech he was oratorical. I can still hear his resounding "res-ser-vwar!" Of all the wonderful opportunities for the city cartoonists, he was the best, and they pictured him day after day with a straw in his mouth and a patch on the seat of his pants. The city was running true to its conceit. Good fun for New York at the time; not so good later. I do not think "The Judge" minded the straw so much, but the patch on his pants must have caused a fury in his immaculately legal mind. I'll wager that that patch cost the metropolis an extra million dollars before "The Judge" was through with the fat lawyers.

To the big city, "The Judge," was a small-town man. Therefore, he was a rube.

One might think that by the year 1927 the city would have become informed of the great transformation which has taken place in American small towns. But the rube lives on in the mind of the urbanite and the small-town man is still the awkward, unsophisticated individual.

A solicitor for a dominant business magazine and a business service, one of many crews numbering thousands no doubt, came into my small-town newspaper office this morning. He was easily recognized for what he was, a canvasser who had been told a large part of his selling story by the home office.

"I generally spend my time on big business men in the cities," he said, "but I had to run up here to attend the funeral of a relative and thought I would bump off a half-dozen sales on the way."

Of course, my joy at being thus singled out for recognition knew no bounds. This might be my only chance in a lifetime to be sold by a really big, high-powered salesman. Doing a little reckoning on the side while he was pumping me full of good old rube pap, I figured his net commission on each sale to be about fifty-three dollars. The sacrifice he was making in talking to me was obvious; in the city he would have no trouble in seeing a hundred people per minute, especially if he stands still on a crowded street corner. His income must be immense! It was harsh of me, no doubt, to remind him

that he was attending his relative's funeral, not mine.

A stock salesman stood before my counter yesterday. The prospects of his new company, he said, are so wonderful that he had given away an investment business employing twelve salesmen so as to embrace the present opportunity. And yet this great man had traveled from his home office in the city a hundred miles away to endeavor to sell me a few shares of his stock.

I was organizing the annual meeting of the Chamber of Commerce two years ago when a stranger was introduced to me. He was the treasurer of a large factory in Cleveland, visiting a friend, and he met me half-way with his best mind until he placed me.

"I presume you travel around organizing Chambers of Commerce?" he asked.

"No," I said. "I live here."

His face fell and he moved away. He seemed chagrined to learn that he had been talking to a "native" without knowing it.

BUT this is enough rambling observation about the origin of the rube, who became a painful actuality in the latter part of the last century but is today found nowhere except in fiction, and the misconception of the poorly informed city sophisticate. Let's get on rapidly to a fuller consideration of the different small town of today and its personnel. If we do not have the rube, what do we have?

The psychology of environment is a very definite thing. In this sense the human is chameleonic. People become like their surroundings. The race knows this truth instinctively. This is the reason the attractive "bare-foot boy" of Whittier and "The House by the Side of the Road" did not create an immediate back-to-the-farm movement in America. People do not want to go barefooted and wear overalls any more than a peacock on the estate ornamental would deliberately choose to become the "biddy" of the farm yard. The thatched cottage out in God's own country is all very well for a poem,

(Continued on page 40)



Convention Sidelights

Gleanings from the mass of convention preparation

SIMULTANEOUSLY with the mailing of this issue of THE ROTARIAN, eight thousand or more Rotarians and Rotary Anns will be en route to Ostend. More than three thousand of them will go from North America, about the same number from Great Britain, and some 1,500 from other parts of the world.

The delegations from North America together with those coming through from points west will converge at New York City where the fleet of six Rotary ships will put to sea. Four of these ships will leave on May 25th, the other two on the following day. All will arrive at Belgian ports at about the same time.

Before going aboard the delegates and their ladies will enjoy the hospitality of the Rotary Club of New York City which has arranged two grand farewell luncheons at the Waldorf-Astoria at noon May 25th. One luncheon will be for the Rotarians the other for Rotary Anns. International President Harry Rogers will be one of the speakers. An outstanding citizen of New York State will be another of the speakers. Those delegates who reach New York early will be able to avail themselves of the information service concerning local sight-seeing tours and passport regulations which the New York Rotarians have established.

Among the delegations going from the United States will be the Minneapolis group of thirty-five. These Rotarians are taking with them a supply of booklets printed in colors with which to advertise the host city for the 1928 Rotary convention. The booklets are furnished by Minneapolis citizens who are interested in the success of that convention. The Minneapolis Rotarians have also a beautiful illuminated invitation for presentation to the convention.

The "Carinthia" will be the flagship of the Rotary fleet. On each of the six ships will be a prominent Rotarian who will act as chairman of a committee on entertainment. Prizes will be awarded for the deck sports and other features of the entertainment program. Wireless messages will be exchanged between the ships of the fleet so that Rotarians on each boat will know something of what their fellow-members are

FROM a brief list of the principal convention addresses, we learn that the chief speakers will hail from the following countries: United States, Belgium, Scotland, Mexico, Denmark, France, Holland, Switzerland, Canada, England, and Italy. The short paragraphs on this page will suggest other interesting aspects of the Ostend convention and the travel connected with it. Some statistician will have a good time figuring the total mileage of the delegates.

doing. Members of the International Board who will sail on the "Carinthia" will hold several meetings during the voyage—thus supplementing the board meeting in New York.

Already reservations for the return trip have been made for some eighty per cent of the voyagers, this additional service being given by the Rotary Transportation Committee. No special ships have been reserved for the return trip as Rotarians will be coming back all through the summer after their trips to various historic points and beauty spots of Europe. A special rate of one and a half times the regular railway rates to New York City was secured for those Rotarians having tickets to Europe.

Inexpensive (and expensive) articles to be distributed as prizes during the trip of the North American fleet were accumulating rapidly at the warehouse stores. Among other things sent in was a topcoat, rather a useful thing to have on an Atlantic trip. Sometimes the evenings are a bit cool and the regular constitutional round the decks has to be a brisk one.

PROBABLY there will be fewer governors and others of the officers at this Ostend convention than at some of those held in North America. Cancellations have been received from nearly a dozen of those who had planned on going until the last few days. Perhaps the Mississippi floods influenced some of the decisions—certainly nothing much less would have influenced some of the enthusiastic Rotarians. John B. Orr of Miami, Florida, chairman of the ex-

tension committee, was one of the last reported as unable to attend. He has been seriously ill. Vice President S. Kendrick Guernsey is kept at home by the serious illness of his mother and his sister.

It is felt that one of the outstanding results of this convention will be the personal contact between Rotarians of other lands which is sure to result from these European trips. Many tours have been arranged so as to allow for members to make up attendance at various clubs and membership cards will be sufficient to secure them a hearty greeting in cities on their itinerary.

This international contact will also be emphasized in the convention program. Among the list of outstanding addresses at least eight deal with the cosmopolitan aspects of the organization and the entertainment program contains a similar proportion of events of international character.

Beginning with the reception of Rotarians and Rotary Anns from Britain and Continental Europe by fellow-members of the Host Club; continuing with the reception of delegations from North America and other parts of the world by those who have already been established in their convention quarters; there will be a steady succession of international greetings and exchange of courtesies. Many of these contacts will outlast the convention, some may find expression in the extension of Rotary to places where it is not yet established. But apart from any results for the organization itself there will be a certain effect on the popular mind and this will, in turn, be reflected in popular conceptions concerning the nature of the various races, their customs, their historic backgrounds, their contributions to science, art, letters, etc.

Insofar as such popular conceptions are influenced—which means much more than the inter-influence of the Rotarians themselves—the success of this eighteenth annual convention will ultimately be judged. For Rotary, like many another organization, has aims which are far more inclusive than its membership can ever be—and though those who go to Ostend will have a specially good opportunity to put these ideals into practice, such opportunities will never be very far from any Rotarian, anywhere.

The Other Side of Main Street

An interview with William Allen White

By Eric G. Schroeder

"**H**E travels one side of Main Street; I travel another!" Thus does William Allen White, well-known author, and editor of the Emporia (Kan.) Gazette, phrase the distinction between his philosophy of life and that of America's greatest satirist, Sinclair Lewis.

White sees the author of "Elmer Gantry," "Babbitt," "Arrowsmith," and others, as a self-ordained trouble-shooter, a Voltaire cutting, trimming away the garish externals of American life, alive to the constructive aspects of what he criticizes but calmly ignoring them.

They are close friends. When Lewis was writing "Elmer Gantry" he came down to Emporia from Kansas City and spent an evening with the square-jawed, two-fisted editor of the *Gazette* talking about just these things. They disagreed, naturally, but it was a friendly disagreement.

White is the incorrigible optimist. Beneath the biting sarcasm of his trenchant pen lies a kindly humor, a tolerance of man and his foibles, a faith that behind the shams and hypocrisies of modern life there is a steady plodding forward toward the goal of perfection. He fairly exudes it.

He is a Rotarian, a member of the chamber of commerce, and delights in those activities at which Sinclair Lewis hoots. But let him tell it.

"I just happen to know about Rotary," is the way Mr. White begins. "In Emporia, as in every other American town of its size, we have our luncheon clubs and they are all cut off the same piece of goods. What I say about Rotary goes for Kiwanis, Lions, chamber of commerce, or, to a certain extent, the Y. M. C. A., and all the organized altruistic endeavors of the American man in his organized capacity as a business man in his business habitat.

"I have known Lewis for eight or ten years and I know him fairly well. At heart he is a cognate Rotarian. He once told me he had all he could do to resist getting up and singing songs and beating on his glass with his fork and being a regular Rotarian.

"He said to me once, 'Bill, I am Bab-

PERHAPS nowhere in America does the "revolt" movement rage more vigorously than in the Middle West. There the pros and cons of Main Street are debated by writers who have plenty of material ready to hand—and the burning question blazes merrily. Probably both sides are more or less right—certainly the contemporary civilization is getting a scrutiny which is, in itself, valuable to the beholders.

bitt. In my heart I live it. I'd be like him if I dared."

"The difference between me and Lewis is that I dare; and I believe there is much to be said for Babbitt and for Rotary.

"Lewis saw their faults and satirized them. There is much that needs satire, and while satire will help the supersentimentalism and noisy infanticism of Rotary, after all, when the boy complex is released, there remains a genial and profitable fellowship in Rotary, a necessary fellowship if this world is going to move on.

"The garish externals of American life which Lewis sees and excoriates, not the fundamentals and inviolable excellences of American life which he will admit but which seem unimportant, is his art. He travels one side of Main Street; I travel another."

It is Mr. White's contention that Main Street is better today than before Lewis wrote and because he wrote. Babbitt and Rotary, he believes, will not suffer from the excoriation of America's great satirist, but will be improved by it.

"Rotary, as I see it and as Lewis admits," is the further trend of the Emporia editor's observation, "draws together in every community fifty, one hundred or two hundred men of widely divergent business interests and intellectual interests and capacities and strings them like beads on one thread. The thread is good fellowship and un-

derstanding, which leads eventually to affection.

"The affection, of course, may often be supersentimental, which becomes garish, and then Lewis cracks down on it. But it is necessary affection. Men must get together! That must soften the tremendous momentum of American business life with some of the finer things and Rotary contains and carries some of the finer things under all of its noise and clatter. They are there!

"For a hundred men, leaders in any community, to understand one another, to have fellowship with one another and cherish affection for one another, is a tremendous force in that community. The community becomes softened, humanized, ready for the better things of social and business life.

"**I** THINK that the fact that the luncheon-club member meets with one hundred or so business men in town every week exerts a profound influence upon him. The ideals of his organization, too, are always a subconscious influence standing at his elbow whenever he goes to do an irregular, impossible, unethical thing. Sometimes he overcomes the influence and sneaks it in. But if that influence was not there the deed was easier, because every man hates to be a hypocrite.

"That influence gradually restrains him and we find over the country better business ethics due to this and to other influences of like source. It is the natural instinct of man in a rich and prosperous country, where he wants to be rich, to dip in to his elbow, but now he dips in only to his finger tips.

"This was my thesis as I sat in front of the fireplace at home, with Lewis across the hearth and Henry Allen in between us. Lewis feels he has the call to be the satirist, the devil's advocate, the man who trims off, cuts down, and prunes away the gawdy externals of this life.

"It is his joy and his job. But if I know Lewis and if his admission means anything, he is, after all, as keenly alive to the good which he ignores as he is to the ugly externals to which he devotes his critical attention. I believe in Lewis as a necessary force in American life and letters. We needed



Photo: Alvord, Emporia, Kans.

There is a street in this picture—a rather dusty street with many white frame buildings—Americans call it Main Street. On the left is the sunny side where lives genial William Allen White—on the right the shady side, illumined by the flashlight presence of Sinclair Lewis. You can't see the street, but it is there—it crosses and recrosses all America.

'Main Street.' It made Main Street a better sort of a thoroughfare to have its smugness unveiled, its ugliness emphasized, and its emptiness revealed.

"The satirist cannot be constructive. Why should he be? We need all kinds of criticism. Lewis furnishes one kind and does it well, entertainingly, and effectively. Voltaire was needed in his day as badly as John Wesley. Molière was as necessary as John Calvin, and

Lewis, who is the greatest satirist America has ever produced and who satirized the obviously crude faults of Rotary, will be met by the constructive mind which will build, upon the structure which he has attacked, a stronger edifice.

"Jerry-built stuff ought to come out and the man who pokes his finger through showy but warped plastering is only anticipating the storm. But

what has been well and truly built stays put despite all prodding.

"The foundation is solid, the roof is good, the walls are sound. A lot of jimcracks and gingerbread may be ugly and unimportant but the need of human fellowship and affectionate understanding among American men is certainly a deep and imperative need and Rotary and its kind supply exactly that need."

Four Factors of Success

Shown by the career of Edward T. Strong

By M. W. Gotthelf

POSSESSION of the four virtues of ability, application, enterprise, and a desire to serve has lifted one of the country's greatest sales executives into the presidency of one of the largest and oldest automobile companies in the world; they have thrust him into a vice-presidency of the great General Motors Corporation; they have made a path of noteworthy achievements right up from the beginning of his career.

Edward T. Strong, who was only recently made president of the Buick Motor Company, was born in Imlay City, Michigan, in 1877. His father was the owner of a combination blacksmith, wagon-repairing, and implement-selling business. When young Strong was in high school he worked for his father during the summer, learning the mechanism of farm machinery. He soon became an expert in his line and obtained his first "regular" job by correspondence from W. F. Cowham, state agent for the McCormick Harvester Company. Cowham had never seen young Strong but he was so impressed by his letters that he assigned him to the work of setting up binders and mowers for farmers.

To young Strong this job was more than a job. It was an opportunity. And he made the best of it, applying a system that he has used all through his life, and which he still uses today. Going from farm to farm, setting up binders and mowers, Ed Strong noticed that the various implement experts with whom he came in contact differed as to method. He noticed that one did one kind of work well and another excelled in some other phase.

He realized that every expert did some one thing better than he did anything else. And it occurred to him that if he could take for himself the best ideas of all these experts he would be the best expert of them all; his service would be invincible. So he set about to do this and the system was so successful that he has never forgotten it.

At the age of twenty, Ed Strong was a tall, rangy youth. He looked like a boy, and if he had not gotten that harvester-company job by correspondence, he probably would not have obtained it at all. At this time a farmer in a neighboring village was having trouble with his binder. It would not tie. He wrote several letters to Mr. Cowham about it. Cowham wrote that the com-

VERY few stories appeal to Americans like those which tell of the meteoric rise of a business man. Here is one that describes the career of the president of a large automobile company. It offers no magic formula for success, but does show how consistent and intelligent work earns recognition. In effect it says that the man who knows his job—not only its technicalities, but its particular contribution to contemporary life—will be rewarded.

pany's expert, Mr. Strong, would call and fix the binder.

The farmer was eating dinner when Strong arrived.

"What d'ye want, young feller?" he asked.

"I want to see about that binder you've been having trouble with," was the reply.

"No you don't," the farmer came back, "no young boy is going to meddle with that there binder. An expert named Strong is going to fix it up."

When the farmer went into the house, Strong went to the field where the binder was. He soon repaired it and sat on the rail-fence waiting for the farmer. Pretty soon he came down.

"Now show me what's wrong. I'll promise not to meddle with it."

The farmer hitched up and drove twice around the field. The machine worked perfectly. He was tickled to death, but the young expert did not dare tell him his name was Strong. He was afraid he would write Cowham that "this Strong feller was nothing but a kid."

Strong's expertness was recognized by Cowham, who sent the youth to the Red River valley district the next year to set up binders and mowers. He returned to Michigan, still in his "experting" job, when he decided he would like to become a salesman, realizing that the sales field at that time presented an unlimited opportunity, whereas in his own line he had reached the peak.

Strong approached one of the salesmen and told him he would like

to enter that field. He was greeted with a laugh and, "You get into sales? Why, my son, you can't sell anything. Stick to your specialty. You'll never make a salesman."

The sales-manager did not know that Strong had been studying salesmanship all this time. He did not realize the youth before him had concerned himself about the honest wants of the farmers and had been studying, through a keen power of observation, how he could best serve them as well as his company. Neither did the sales-manager know he was ridiculing the selling ability of an embryo world-champion salesman, a man who was destined to direct the sales of more than 1,500,000 Buick automobiles within a period of ten years. Surely, he could not vision that the young man before him would ever head an organization that would sell products valued at more than \$2,000,000,000 during those same ten years.

ANWAY, he would not give Ed Strong a selling job and Strong went to see Cowham. Cowham was not impressed. Strong might be a good mechanic but certainly he did not look like a salesman. He tried to discourage the country youth.

But Strong was not to be discouraged. His ire was aroused and he made a proposition to Cowham to permit him to enter the poorest selling field during the month of January, generally conceded to be the worst period of the year in which to sell binders and mowers.

Strong got the job for a month's tryout and was assigned to a territory around Lapeer, Michigan. This was in 1899. He arrived in the town of Lapeer and put up at the local hotel. The next day he started out with a horse and cutter trying to sell farmers binders and mowers which are used during the harvest season. Strong was thoroughly acquainted with every part of his product and he also knew that the farmers would not consider binders and mowers in freezing weather unless some very unusual means of attracting their interest was used.

The young salesman knew that during the beginning of January most farmers were sawing wood. So he began by attacking each prospect's woodpile and with his help the farmer soon had all the wood cut. Then he "talked" mowers, binders, and service to them

with such successful results that he kept the job for a couple of years.

In 1901, Strong left the employ of the McCormick company and went to Cleveland to take a course in practical engineering. He started as a stoker in order to grasp every detail of the work. After a year of intensive study and hard work he passed the examination with highest honors.

It was while he was employed in the Cleveland boiler-room that the International Harvester Company was formed. He entered the employ of the International, canvassing a district out of the Detroit office, and it was at this time that he became interested in automobiles. Incidentally, he was the first man to canvass his territory in a motor-car, using an early model of the Oldsmobile. He saw the automobile as a mechanism with a great future and a little later saw his vision become a reality.

Little was known of automobiles when Ed Strong was touring his territory in his Oldsmobile and when anything failed to function on the car he was obliged to repair it himself. Work of this nature added to his already excellent knowledge of the workings of an automobile. His familiarity with gasoline engines was also complete and he later was made a sales-manager of the Harvester company in charge of gasoline-engine sales.

Soon he began looking around for a broader service to perform. He found it with the Buick company in the fall of 1916. This concern had already won a strong position for itself in the industry through its introduction of one or two even then startling innovations in connection with its motor-engine. With his usual enthusiasm Strong plunged into his new job as a special traveler for Buick. His success in this work brought him promotion of an important nature. A vacancy occurred at the Buffalo branch of the company and Strong was selected for the job of manager. He succeeded almost at once in greatly strengthening this unit. Not long afterward Buick was looking for a manager to take charge of the Indianapolis

branch, and Strong was again selected. He put this strategic territory in such condition that it became one of the most important in the Buick group.

His next promotion came when the office of manager of the Chicago branch became open. In a short time the Chicago branch, under Strong's management, was a model for the rest of the United States and was being used by the company as a training-school. Finally, the chance came for a big step upward, and again Strong's record showed that he was the man to go up.

The next ten years gave Strong, in his position as general sales-manager of Buick, unlimited opportunity to demonstrate the characteristics that brought him to the top. It took no longer than the summer of 1918, less than two years after his appointment as head of the sales-department, for him to convincingly demonstrate his capabilities by winning for Buick his choice of display space at the national automobile shows, an honor coveted by all members of the National Automobile Chamber of Commerce. This award,

which is won by the member company doing the largest dollars-and-cents business during the year, has gone to Buick for nine consecutive years, although it would be expected that a company in the lower-price field than Buick would be a logical winner.

Strong knows hundreds of his sales-office representatives intimately, and of the 4,000 or more Buick dealers and sub-dealers there is hardly one who does not know or feels he does not know "E. T." or "Ed" Strong as an "intensely human sort of fellow who always wants to help somebody." Strong's service hobby has inculcated in his dealer organization an intense loyalty and respect for the principles of the man who puts the welfare of others above his own personal reward.

He plays just as hard as he works. At his home in Flint there is a room where all the paraphernalia dear to the heart of a trap-drummer is kept, and alongside the drums and traps is a phonograph. When he gets through with a day crowded with problems he sometimes goes into this room all alone,

starts the phonograph, always with the same record, and drums in time to the music, until it ends. Perhaps the biffs and bangs and the crash of the cymbals take out of his system all of those things which he might have wished to have said, but which he just had to keep pent up for business reasons. No one knows but Mr. Strong himself. It is just one form of relaxation. Then he has a cornet upon which he can play regular tunes, for he once played the baritone horn in the Lapeer City band and he keeps up his practice to this day.

BOATING is another hobby. He owns the "Grethea," a gracefully lined cruiser, with cabins fore and aft, large enough to accommodate his family and a party of friends. The "Grethea" is kept at Detroit and is ready for week-end or other vacation trips on the lakes when needed. "Captain" Strong is the pilot. He has mastered navigation on the Great Lakes as thoroughly as he has mastered the business of selling automobiles. Then he has an efficient speed boat called (Continued on page 43)



Edward T. Strong, who recently became president of the Buick Motor Company, started tinkering with machinery in his father's implement shop. From that he went to repairing binders and mowers, and later became a salesman. Still later he desired to know engines thoroughly—so he began again as a stoker. Among his hobbies are trap-drumming, motor-boating and riding. He is a member of the Rotary Club of Flint, Michigan.

Illustrations by
H. Weston Taylor

THE great tenor had almost emptied his heart for his audience. The mellow loveliness of his notes, the crystal clarity of each perfect word, had perhaps carried nothing into those other hearts that had not always been there. What they *had* done was to waken and stir there loves, hopes, dreams, tender griefs that the years had covered with a pall of forgetfulness. "Christ went into the hills—alone!" he sang, and somehow made all loneliness easier to bear. "Dream once again!" the golden bugle-call commanded, and heads were lifted, dull eyes brightened, in each soul the heavy cloak of pettiness, of small, mean cares and mean, small angers was flung from off the bright, fine dreams beneath.

"... when dusk begins to fall,
Love will be found the sweetest song
of all."

—he sang. A plain middle-aged woman who feared she had, perhaps, lost the sweetest song forever, wiping her faded grey eyes furtively, slid a timid hand into the big hand on the chairarm beside her, smiling softly to feel its fingers close strongly around her own.

"Lord, for to-morrow and its needs I
do not pray,

Set Thou a seal upon my lips, just for
to-day!"

—the lovely tones pleaded; and a thousand hearts echoed the plea. What though their fine emotion passed? What though they had not prayed for years, would not pray again? What though an hour later, the aspiration forgotten, words that were idle, or foul, or mean passed lips that had asked in that ex-



"Sometimes he
paused in his soft,
haunting melody to
listen. . . ."

across his own wet eyes. Somewhere, who knows how far away, was the mother of his heart and he, a child again, was crying for her whose place no one in all the world could fill.

The concert was over. Generous beyond most of his kind, the singer seemed indeed to have given all that he was able. Some of his audience, regretfully enough, had already left when, in answer to repeated calls, he came back just once more. He came back to sing a simple Irish love song, a song about the love that lives unwavering and

unchanged from life's joyous beginning to its calm or bitter end.

"Believe me, if all those endearing
young charms,

Which I gaze on so fondly to-day,

Were to fade by to-morrow and fleet
in my arms

Like fairy-gifts fading away,

Thou wouldst still be adored, as this
moment thou art,

Let thy loveliness fade as it will,

And around the dear ruin each wish
of my heart,

Would entwine itself tenderly still."

Not a great song, not a thrilling song, not a noble song, yet it renewed in two that listened with their hearts, memories that were for them great, and thrilling, and infinitely sweet!

A woman in one of the front rows sat suddenly erect as the familiar chords sounded on the piano. She turned in her place when the first pure notes floated from the singer's parted lips, her eyes searching the rows behind her, finding and holding the eyes of a man who looked at her with tenderness, with love, open and unashamed.

The Song

By Mary Hennigan

alted moment for the grace of His seal upon them? The great tenor's singing was prayer, and a thousand listening hearts sang with him.

An old woman seated on the stage—for even the stage was full—lifted steel-rimmed spectacles from her nose, setting them on a wrinkled forehead crowned with soft white hair. The capped toes of her heavy shoes, visible below the hem of her thick black dress, touched each other naively, like a child's. Her rusty little bonnet rolled off her ample lap unheeded to the floor while she wiped away happy tears. Ah, well now, was it not of herself he sang? It could be, just! Was she not to some boy "Mother of my heart?" Behind her a man whose features were strongly Jewish passed a furtive, impatient hand

She was not beautiful, the woman. She was not even young. Life had left under her eyes shadows and cruel lines; had marked with a relentless finger the corners of her drooping mouth, the contour of her once purely oval cheek, the once lovely line of her neck. Nor had it passed without writing on the man's face, too, a story of battles valiantly fought—whether lost or won matters so little!—of dull duties courageously performed, of disappointments carried gallantly, like banners. Yet, fine though it was, his was not the face she saw, this woman whose half-tearful, half-smiling eyes so eagerly sought, so readily found his own. Nor did he see in the countenance turned to him the face of a woman neither beautiful nor young. Under the shining golden magic of a poignantly lovely Irish voice they had both winged a way back over twenty years to a certain city corner a thousand miles away.

It was an ugly corner in an ugly city. The street of wooden blocks was always in need of repair; bumpy, broken, full of unsightly holes. The wooden sidewalk sagged. By day smoke-blackened factory walls half shut out the sun's light. By night a flickering yellow gas flame, shone feebly through the dirty glass of the corner lamp-post.

It was a beautiful corner, glowing, glorious! For there under the lamp-post every evening a boy waited, whistling cheerfully but very softly while he waited. Sometimes he sang, more softly still. He waited for a girl, a very young girl, a not-yet-seventeen girl, as old, no older, than he. They walked so circumspectly under the eyes of their elders this boy and girl! On the dingy city street they passed each other with quick bright glances and a hasty word. In the big cold cathedral, at Mass, they knelt in different aisles. Sometimes, outside the great, brass-hinged doors they exchanged a casual word, a swift look. They met at parish picnics, at school parties, always in a crowd, always with many people around them—between them! One's elders were old-fashioned, strict. Seventeen was a child's age. Love was a heady drink meant for the years when one had grown old and wise. Then one would know when, cautiously, to sip. Then one would have learned temperance from abstinence. All these things they had both learned from watchful elders before whom they walked so circumspectly. Yet nightly the boy found his way to the corner where the girl lived. Here he leaned against the slender iron shaft of the lamp-post, rocking his thin shoulders back and forth on its cold hardness in time to his tune, while he whistled, cheerfully, but very softly the air meant for one pair of ears only; the same air always, a gentle, simple,

Irish melody slow, sweet, appealing. "Believe me, if all those endearing young charms," was what he whistled. But this is what his song said to an eager listener. It said, "I am here! I am waiting! I am waiting! Will you come? When will you come?"

Sometimes he paused in his soft, haunting melody to listen. Sometimes he heard no answer. Then, after a long while he would walk away, slowly at first, hands in his pocket, head sunk disconsolately between his drooping shoulders. Usually, such was the gallant gaiety of his nature, before he had gone half a block his head was high again and he whistled a rollicking Irish ballad, "The Low-backed Car" or "I'm off for Philadelphia in the Morning!" Nearly always, however, he heard the answer for which he listened. It was a tune, picked out with one finger on the upright piano which stood in grandeur near the open window of the upstairs corner flat. She was so lacking in skill, his girl! She could not brew nor bake nor sew. She could not sing nor dance nor play. She could only dream—and pick out with one finger on her useless piano a single tune "Believe me, if all those endearing young charms." But this is what it said, her one song, her awkward, halting melody, "I am coming! Oh, I am coming! Tonight I can come! Wait a while longer. Wait a little, little while. I shall be there. You will know where to find me!"

There came a time when the boy waited for many, many nights in vain. In vain he whistled his appealing little melody. In vain he whistled his rollicking defiance of disappointment as he swaggered away. The piano was silent. No halting echo of his song bade him wait. Almost he decided, half angrily, to come no more. Then some one told him that the girl was ill, so ill that in a little while now she would die. That old-fashioned buggy which stood so often before the door of the corner house was the neighborhood doctor's. That slender, bearded man who came once with the doctor was a famous

specialist who had shaken his head impatiently and said sharply, "Not a chance! Not a chance in a thousand!" That yellow square of light that shone constantly now, every night, all night, was her window; that high, broad, dark square of old-fashioned walnut which showed so clearly through the parted curtains was the head of the bed where she lay, a slender broken reed, without pith or strength.

THE boy went noiselessly away that night. For two evenings after he stood under the feebly flaring corner lamp, just looking wistfully up at the yellow square that was her window, the huge, dark square that was the head-board of her bed. On the third evening, however, he sensed something new and terrifying. There was a low cry in the room above him. Figures passed and repassed the lighted window hurriedly. Someone sped swiftly down the outside stair at the rear of the building and along the quiet street. The young figure on the corner stopped its rhythmic rocking in time to a whistled tune.

"They're going for Father Griffin," said the boy's heart to him, fearfully.

"They're going for the priest!" it said, despairingly.

He turned away. For a moment he laid a hot young cheek against the coolness of the familiar old lamp-post. Twining both arms around it, he pressed against its hardness. For a moment only. Then facing suddenly about he squared himself, stood firm on both feet, threw back his head and sang. He, too, had an Irish lark in his throat! "Believe me," he sang, "believe me if all those endearing young charms."

Ah, but this is

what the song really said: Will you LIVE? Oh, will you live?"

"I am here!" it said. "I am waiting! Will you come? Oh, my love, when will you come again? I am Life. I am Love. I am fire and wine and song. I will fill your eyes with my eyes, your heart with my heart. These arms so thin and unformed now I will fill with YOU, until they bloom and grow like

(Continued on page 42)



"She could only dream. . . ."

Conference Facts and Figures

MORE than 42,000 Rotarians and guests attended the 1927 district conferences according to the reports that have been received thus far. This number may be increased by about 1,500 when all the figures are obtained. While thirty-seven of the clubs in the United States and Canada were not represented at their respective conferences last year, this year's report shows that of 2,100 clubs in the United States and Canada there were only seventeen which were not represented. The

number of Rotarians in attendance at the conferences in these two countries alone is over 28,000. The report from Mexico shows that 394 took part in the conference of Mexican clubs; about 150 were present at the conference in Cuba; 391 were in attendance at the New Zealand conference. At this time no official report has come in from countries other than those just mentioned, and the United States and Canada.

District	Where Held	Date	Registered Attendance			Number of Clubs in District	Number of Clubs Not Represented	Name of District Governor	Name of District Governor Nominee
			Men	Women	Total				
1	Tacoma, Wash.	Apr. 24-27	903	508	1411	57		James H. Beatty	Henry H. Manny
2	Stockton, Calif.	Apr. 21-22	2690	1363	4053	141		Fred McClung	Almon E. Roth
3	Guadalajara, Mexico	March 17-18	265	129	394	19		Marcelino L. Garza	
4	Winnipeg, Man.	May 2-3-4	365	241	609	24		William Wallace	Theodore Torgeson
5	Boise, Idaho	April 7-8	281	189	470	22		Edward A. Walters	Horace G. Merrill
6	Butte, Mont.	April 4-5	221	113	334	16		A. F. Lamey	Fred Hazelbaker
7	Colorado Springs, Colo.	Apr. 21-23	409	299	708	33		Roy A. Davis	Harry M. Barrett
8	Salina, Kansas	Apr. 18-19	619	310	929	40		Charles L. Mitchell	Paul Edquist
9	Saint Cloud, Minn.	May 3-4	655	145	800	39		Archibald McCannel	Hanford R. Cox
10	Houghton-Hancock, Mich.	May 17-18						Harlow A. Clark	
11	Mason City, Iowa	May 10-11	340	167	507	62	4	Bruce F. Gates	Pearl McKee
12	Chickasha, Okla.	April 6-7	732	513	1245	33		Peyton E. Brown	Dwight S. Wolfinger
13	Racine, Wis.	Apr. 28-29	529	203	732	27		James B. Crouch	George Whyte
14	Cape Girardeau, Mo.	Apr. 7-8	515	221	736	30	2	Elmer C. Henderson	Robert L. Hill
15	Tulsa, Okla.	Apr. 25-26	1232	730	1962	53		John E. Carlson	Earl Foster
16	Memphis, Tenn.	June						Lawrence S. Akers	
17	Meridian, Miss.							Frank Jensen	Hugh L. White
18	Frankfort, Ky.	Apr. 19-20	395	161	556	39		Geo. E. Tomlinson	Coleman Taylor
19	Sioux City, Iowa	Apr. 25-26	518	340	858	54		Roy Ronald	Reuben V. Clark
20	Fort Wayne, Ind.	Feb. 21-22	984	566	1550	58		William R. Barr	Charles O. Grafton
21	Toledo, Ohio	Apr. 20-21	861	502	1363	57	5	Charles Hartmann	Charles J. Starkey
22	Marietta, Ohio	Apr. 18-19	332	177	509	35	1	C. H. Petermann	Frank Beggs
23	Mt. Clemens, Mich.	Apr. 28-29	674	265	939	37		W. Selwyn Ramsay	Omar P. Stelle
24	Huntington, W. Va.	Mar. 24-25	490	184	674	34		C. McD. England	James Hickman
25	Sagua La Grande, Cuba	Feb. 17-20	92	60	152	20		Roberto Mendes Penate	Joaquin Anorga
26	Pensacola, Fla.	Apr. 28-29	307	66	373	27		Lauren E. Brubaker	Wm. H. Merrill
27	Jamestown, N. Y.	Apr. 25-26	615	475	1090	52		Joseph R. Hanley	David M. Wright
28	Ottawa, Ont.	Apr. 29-30	545	287	832	51		William Campbell	Jack J. Allen

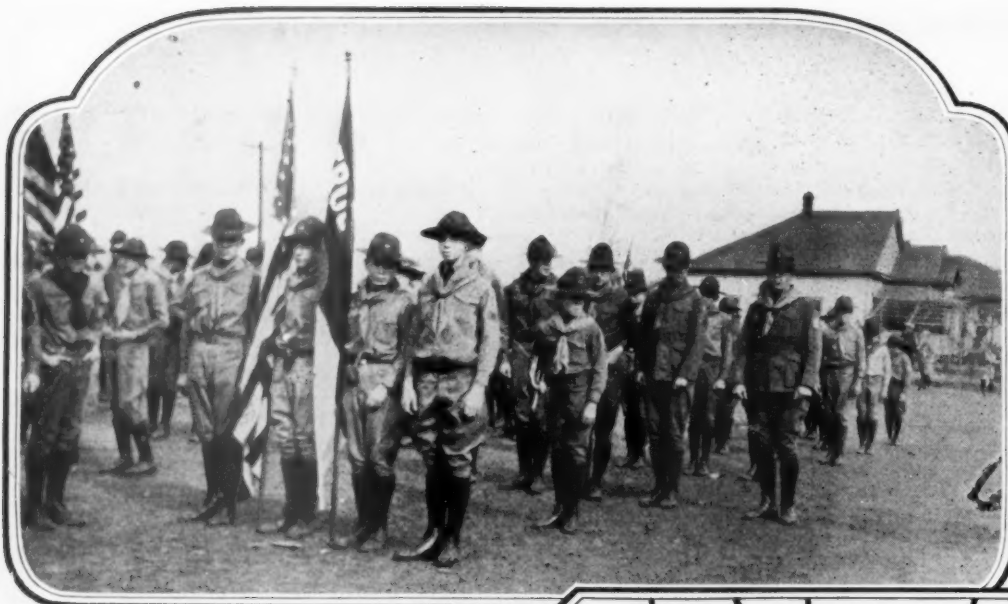
*No official report received.

†Conference cancelled on account of Mississippi flood conditions.

‡Postponed on account of flood conditions.

District	Where Held	Date	Registered Attendance			Number of Clubs in District	Number of Clubs Not Represented	Name of District Governor	Name of District Governor Nominee
			Men	Women	Total				
29	Briarcliff Manor, N. Y.	Apr. 21-23						Otto L. F. Mohn	
30	Springfield, Mass.	Apr. 5-6	500	15	515	30		Allan D. Colvin	Allen H. Bagg
31	New Bedford, Mass.	Apr. 8-9	842		842	51	1	William W. Davis	Charles E. Simons
32	St. John, N. B.	May 10-11	232	159	391	13		Howard Murchie	Donald J. Buckley
33	McKeesport, Pa.	Mar. 24-25	621	272	893	55		George T. Buchanan	Charles F. Uhl
34	Salisbury, Md.	Mar. 21-22	396	222	618	42		C. Howard Witmer	Ridgley P. Melvin
35	Lansing, Mich.	Apr. 25-26	494	280	783	29		Fred Sherriff	Fred E. Hill
36	Asbury Park, N. J.	Apr. 25-26	445	238	683	54		James G. Orr	Mahlon S. Drake
37	Montpelier, Vt.	May 5-6	332	101	433	27		James F. Dewey	Anthony R. Parshey
38	Bangor, Me.	May 3-4	522		522	31		Norman Russell	Dr. Sullivan L. Andrews
39	Tampa, Florida	Apr. 8-9	718	299	1017	73		John Sheffield	R. T. Arnold
40	Kankakee, Ill.	Apr. 21-22	451	154	605	33		Charles W. Ward	Andy Anderson
41	Waco, Texas	Mar. 24-25	350	184	534	44	1	William C. Edwards	Ellis H. Boyd
42	Carlsbad, New Mexico	Mar. 14-15	136	90	226	15	1	Clinton P. Andersen	Guy P. Harrington
43	Mesa, Ariz.	Mar. 10-11	358	177	535	19		G. M. Butler	Lloyd C. Henning
44	Peoria, Ill.	Apr. 28-29	636	266	902	36		Louis C. Moschel	E. B. Hillman
45	Mattoon, Ill.	Apr. 5	639	227	866	46		Harry S. Parker	Fred P. Watson
46	Leghorn, Italy	Apr. 30, May 2						Piero Pirelli	Felice Seghessa
47	Austin, Texas	Mar. 17-18	422	229	651	41		Harry H. Hedges	George B. Peeler
48	Greenville, Texas	Mar. 21-22	442	105	547	32	2	William Saenger	Henry W. Stilwell
49	Marseilles, France	May				7		Marcel Franck	Etienne Fougère
50	Easton, Pa.	May 2-3	856	550	1406	56		Charles E. Puff, Jr.	Samuel C. Schmucker
51	Stroudsburg, Pa.	May 5-6	587	257	844	38		John C. Uhl	Edgar R. Wingard
52	Johnson City, Tenn.	Apr. 25-26	366	194	560	31		H. Vamer, Somerville	James Cayes
53	Auckland, New Zealand	Mar. 2-5	223	168	391	16		Peter Barr	Charles Rhodes
54	Neuchâtel, Switzerland	May 7-8				7		Hugh E. Prager	Louis Favre
55	Cape Town, South Africa	Apr. 11-13	78	38	116	8		R. W. Rusterholz	R. W. Rusterholz
56	Roanoke, Va.	Apr. 26-27	641	297	938	40		Frank W. Evans	William H. Surber
57	Wilmington, N. C.	Mar. 15-16	411	164	575	40		S. Wade Marr	Luther Hodges
58	Spartanburg, S. C.	Apr. 25-26	335	152	487	28		Zaccheus F. Wright	Dave Clark
59	The Hague, Holland	May 7				6		Jurrien van Dillen	
60	Spain								
61	Belgium	April 9						Edouard Willems	Edouard Willems

*No official report received.



Herrin, Illinois, which has had considerable notoriety because of lawless elements in the population, is also the home of such boys as these in Scout Troop No. 1. Half an hour after an emergency call two truckloads of Herrin Scouts left for relief jobs in neighboring towns.

The shaded area on this map of the lower portion of Illinois, shows the territory from which the Coal Belt Scouts come. It is part of the section known as "Little Egypt," comprising rich farm lands supplemented by mineral wealth.

Herrin and the New Order

By W. Waldo Shaver

HERRIN, Williamson County, Illinois!

That date-line has headed many front-page stories in the American daily papers during the past few years. Some of them were true stories—some were largely imaginative. But here is a story of the Illinois Coal Belt, down in "Egypt" which is founded on fact and entirely different from the sort of thing with which that section of Illinois has been associated by Mr. Average Reader.

The story begins before Williamson County achieved notoriety, when the business men of the present were boys playing on the prairie, and no one imagined the drifting sands hid mineral wealth which in turn would bring in an industry whose monthly payroll exceeds \$2,000,000.

It is the story of the faith of a group of men. From the host of farm homes, which in the old days dotted the hillsides of Southern Illinois the names of the Stotlars, Walkers, Williams, and Ellis stand forth in the



The story of Williamson County —her gunmen, reds, and boys

group of believers in the new era to come.

So the group of men met at the home of "Mack" Gasaway in Herrin. Within a stone's throw of the beautiful home shaded by stately elms is the corner upon which are the bullet-ridden Herrin Hospital, the Masonic Temple, and the Baptist Church, scenes of many of Herrin's bloodiest riots. Two blocks north is the Jefferson Hotel and a little far-

ther uptown are the European and Ly Mar Hotels, prominently mentioned in the press dispatches.

It was a friendly group and as each arrived a cheery hail would greet him from the porch. In the "Hello Doc" or "Good evening Charley" were the spirit that goes to make up the best in mid-western America and one from the outside would constantly find himself asking "Is this Herrin?"

Although it was only three days after one of Herrin's bloodiest battles the group had not met to discuss it. Nor was it mentioned during the evening. They had met to discuss boys. Not the boys of the city of Herrin alone but the boys over the entire Coal Belt.

These men who had grown up from these old homes on Herrin Prairie believed that the practical solution for the troubles which have sorely beset Herrin lies in building into the youth, that kind of character which has the proper respect for a high citizenship. And so these men whose fortunes have suffered much during the past few years are taking time to try out an experiment and carry into a reality something which for years had been purely a hope.

To properly understand the size and character of the task, one must know the make-up of the Coal Belt area.

In the first place it was a virgin prairie, covered with farm homes and orchards. Then came the discovery of coal and the building of railroads. Around each mine grew a mine village. As the years passed these villages rapidly developed into cities. The growth of some of these towns have been so rapid that some of the latest maps do not contain, for instance, the name of West Frankfort, a community of over 22,000 people.

The entire area is not any larger than the city of Detroit, yet it contains more than fifteen hustling towns, all of them with paved streets, public buildings, lighting and water plants and modern homes on streets lined with beautiful trees. Each town has an accredited high school which would do credit to any American city.

Then came the hard roads. Isolated mining-villages became bustling cities connected in all directions with their neighbors. From West Frankfort,

the most centrally located city, it is three hours by automobile to St. Louis and a considerably shorter time to Evansville. Paducah is three hours south and Chicago eight hours north. It is only from ten to twenty minutes from one town of ten thousand people to another of equal size or larger.

Each community is the home of a splendid Rotary club and more than half have Lions clubs. The membership range from thirty to seventy members and it is not uncommon for a Rotary club to have more than ten meetings in succession at which the attendance is 100 per cent.

The mines too have grown with the cities until today they are among the largest in the world and the payroll when at the peak goes over \$2,000,000 a month.

BUT the period of adolescence has not been without its growing pains.

A mine riot first drew the attention of the outside world to the Illinois Coal Belt. It was little worse than any one of a number which have occurred in various sections of industrial America.

But the completion of the hard roads and the easy access from four of the large cities of the middle West opened it up as a rendezvous to gangs of gunmen. The establishment of the barbecue stands and the roadhouses between the towns completed the job. The evil was upon the people almost before they realized that it was in their midst.

What affected one town affected them all. Herrin's problem, where the trouble first started, was not Herrin's alone. It has gradually permeated the entire area. The scene shifts constantly as the gangs travel over the hard roads and independent criminals operating under the cover of gang activities

carry on until even the gunmen do not know who is who.

But the amazing part of the whole situation—and yet not so amazing in the light of statistics from over the country—is the youth of the gunmen. All are young men in their late 'teens or early twenties.

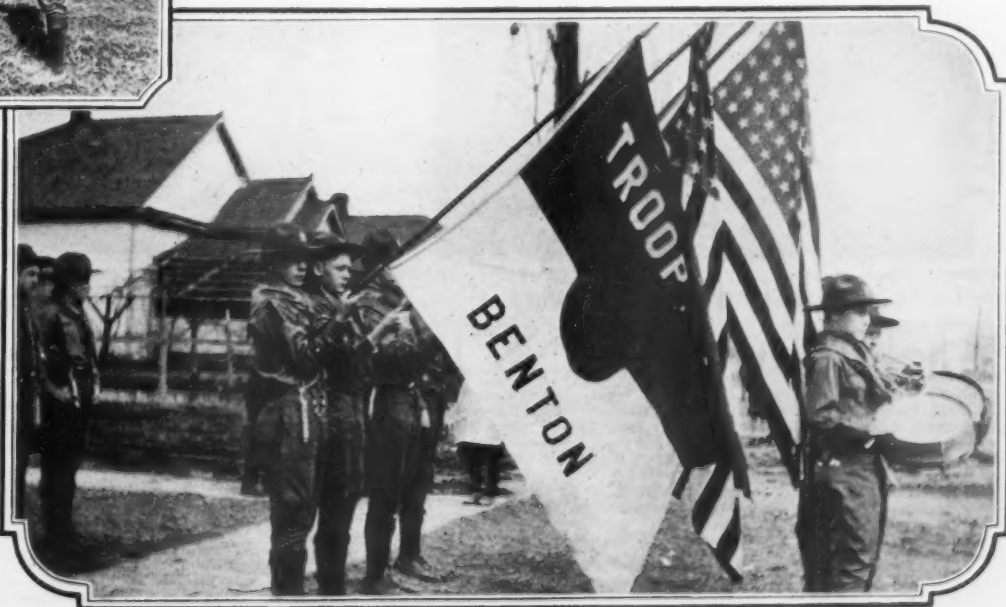
Coupled with this is the small-town rivalries in athletics, business, and social activities which is so common to America's mid-western towns. Marion, Benton, and Harrisburg are county seats. In each case there is another city the same size or larger in the same county. But in a manner which seems paradoxical the newer towns have the population while the older towns have the bank deposits and the stability. And in equal proportion it is harder to move the masses in the older towns but when once under way a project is much more apt to be permanent.

All this has a bearing on the size and difficulty in completing the project upon which these men of vision in the Coal Belt have embarked and into which during the last three years they have put some \$50,000 of their money.

The project started in the Boys Work Committee of the Marion Rotary Club when the committee was asked to investigate and decide upon some form of activity in behalf of the youth of Marion. For some months two men on that committee had been mulling over an idea. Both are of the old family stock. Both are heavily interested in the development of the Coal Belt and both have a vision of the future. And both have an instinctive liking for and are loved by boys.

Their report was that Marion with a population of 11,000 could do little alone. They recommended that the

(Continued on page 57)

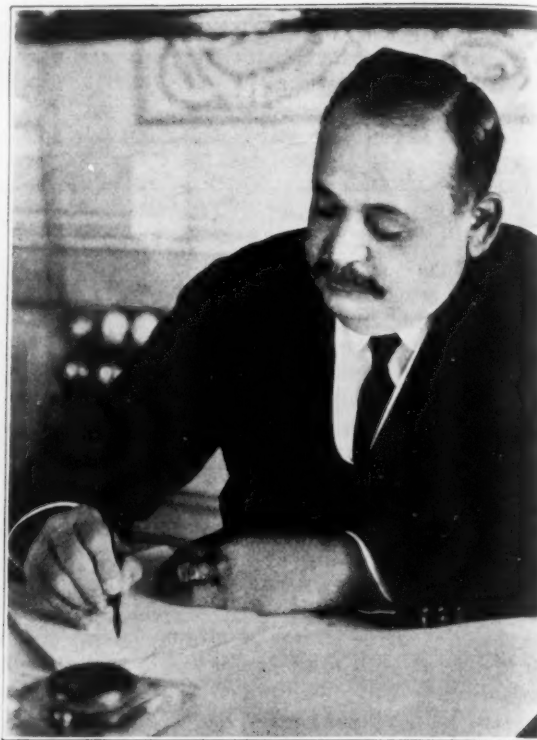


Boy Scouts from Benton, Illinois, a few of the 2,300 boys who belong to the eighty-one troops formed in the Illinois Coal Belt during the last three years. Inset—the mess-call, at least that's probably the one, judging by the shadow's depth and its size.



Photo: Underwood & Underwood.

COL. FRANCESCO DE PINEDO, Naples, Italy



DR. ALFONSO Q. MOLINA, San Salvador



Photo: Lumart, Toledo.

JOE MURPHY, Toledo, Ohio



Photo: Clinedinst Studio, Washington.

GRAY SILVER, Martinsburg, W. Va.

ROTARIANS IN THE PUBLIC EYE

Colonel Francesco de Pinedo, Italian four-continent flyer, has received a new hydroplane to replace the one destroyed by fire after it had carried him from Italy to the United States. He is now making a series of short flights in the United States, moving toward Newfoundland, where he will take off across the Atlantic. He hopes to reach Rome in time to celebrate the anniversary of Italy's entrance into the World War. He is an honorary member of the Rotary Club of Naples.

Doctor Alfonso Quinones Molina, lately elected as first president of the Rotary Club of

San Salvador, is an ex-President of the Republic of Salvador. His country has an area of more than 13,000 square miles, a population of more than 1,600,000. It was brought to European notice by Columbus in 1502. Its chief executive is elected directly by the people.

Joe Murphy organized, in 1909, the Ice-House Quartet, which "quartet" now includes more than twenty capable vocalists of Toledo, Ohio. These business men will fill several European engagements soon, including an appearance at Ostend, where they will attend Rotary's international convention. They are

equally famous for their first "selection," a pot-pourri of discord which usually chills the spines of all hearers—and for their artistic singing of operatic selections which follow.

Gray Silver, former president of the Grain Marketing Company, told American government officials that he felt his company's endeavor to solve farm problems had been along the right line though his giant co-operative association went into liquidation. He thought that indirectly it had been helpful, that similar action on a national scale might yet be a factor in the solution of the farm problem.

"The Boy in the House"

How much of your home is really his?

By C. Seymour Bullock

THERE is no such thing as an inherently bad boy. So far as known germ-plasm does not carry moral qualities. The bad boy is the artificial product of a bad society. The raw material that entered into the judge on the bench was not different from the raw material that entered into the prisoner at the bar. The finished products differ only because the process of handling was different.

History is never capricious. Today came logically out of yesterday and tomorrow is being fashioned under the influences of today. Like causes under like conditions always produce like effects and if it were possible for you and me, and the other you's and me's, to solve the community problem that centers in the boy and girl of today there would be no community problem centering in the men and women of tomorrow.

Our jails, and the whole penal machinery of which our jails are a part, are concrete proofs that our parents failed to solve the problem yesterday and if jails and penal machinery are to be part of the civilization of tomorrow, it will be because we failed to solve our problem as it involves the boyhood and girlhood of today.

There is a story of the Jukes family with a record of a hundred and seventeen years of reproduced criminality. At just about the same period of time covered by that story there was another family, the Jonathan Edwards family, that gave to the world, in approximately the same number of years, thirteen college presidents, fifty-two college professors, nearly one hundred lawyers and a number of preachers and other professional men. Now, if someone had taken the first Jukes' baby and put it into the cradle of the Jonathan Edwards' home and the first Jonathan Edwards' baby had been put into the Jukes' family cradle, the Edwards' baby would, in all probability, have become a Jukes' criminal and the Jukes' baby would have become an Edwards' preacher or lawyer or successful business man or honorable citizen apart from commercial life.

Of one hundred and six children born of criminal and dissolute parents, taken from state schools and placed in good homes, 86.2 per cent developed into good citizens. Of another similar group

THE one thing that cannot be done with "the boy in the house" is to ignore him. You may be sure you will be aware of his presence—but just to be aware is not enough. Either the presence is appreciated or it isn't. This article suggests some of the ways in which to prove that it is—and incidentally some ways to get the greatest happiness from your boy's presence. According to your success now, his presence in later years will or will not be felt elsewhere in other fields.

of ninety-one children, twelve turned out excellently, seventy-five were rated as "good" only, and six turned out badly. Who knows but what if the 13.8 per cent in the first group and the six children in the second group had been placed in the same quality of homes as the ones that were given to the others they, too, might have turned out well? Of course, allowance has to be made for the possibility of feeble-mindedness, but feeble-mindedness is a physical, not a moral heredity, and only a comparatively small per cent of feeble-minded boys and girls develop criminal intents.

There are many different elements that enter into and influence the shaping of a boy's life. The playground, the school, the church, the gang on the corner and other helpful or hurtful influences, but the most potent of all the determining causes is the home! By the home is meant not merely four walls surrounding a place where men and women eat and sleep and find shelter from a storm, but the home as a code builder of civilization.

There is a wonderfully fine story about "The Servant in the House." What about that wonderfully fine "Boy in the House"?

In the first place the "Boy in the House" should be given his own room. Not a room away off in the attic, some two-by-four dark cubby hole into which the boy is ashamed to invite his friends, but the sunniest, brightest, cheeriest, and homiest room in the whole house, with plenty of shelves for his models of air and water-craft, and a closet

where he can put his "shinny sticks" and fish pole and space on the wall for his trophies and a nook for his own radio set to which he may listen when nobody else wants to tune in. (If there could come back to our home the little black-eyed fellow who once looked in upon us and smiled, away back there in the long ago, I'd say to him, "Here, laddie, take your choice of all the rooms in the house and it shall be yours.")

Having given the boy his own room, fit it up with the best furniture that you can afford to buy. Not upholstered, overstuffed plush, corduroy or leather, but good, plain, solid oak with a century of wear in it. If you have a three-legged chair, one that was originally intended for four good legs, don't put it in Billie's room. God never intended a boy to sit upon a three-legged chair. The boy has ten thousand nerves and muscles with which to move, but not a single nerve or muscle was given him to make him sit still.

BACK in those other days that now outline themselves through the mists of years, if there was a broken water-pitcher, one that had a piece stuck in with white lead or a handle stuck on with putty, it was put over into the boy's room. As if an ordinary boy ever knew how to pour water out of the side of the pitcher or to pick it up in any other way than by grabbing the handle!

And in those other days the Ingrain carpet (your boy never saw an Ingrain carpet) that had done service in the parlor—the parlor passed away with the front fence and the swinging gate—was taken into the sitting-room and from there it went to do service in the bedroom and by degrees made its way over into Billie's room. Carpets are now "taboo." Everything is slippery floors and slippable rugs. But if you mean to buy a new rug this year, buy it for Billie's room. It will be worth its cost just to prove to Billy that he is no second thought in your planning.

Last of all come the pictures. Everybody knows that your copy of "Death on a Pale Horse" is an heirloom from your grandfather's grandfather, and that it was brought over in the "goode ship Anne," but your grandfather died ten years before his time because he had to sleep under that picture. You would have gone to the office every busi-

(Continued on page 46)



JOHNNY APPLESEED (John Chapman)

By OSCAR L. VANCE

JOHN CHAPMAN, better known as Johnny Appleseed, was born in Boston in the year 1775. In early life he became an ardent follower of Swedenborg. Whether it was his desire to preach the gospel of Christianity as taught by Swedenborg, or an ill-fated love affair that was accountable for Chapman's very eccentric life, the present generation is unable to determine. It may have been either; it may have been both. One thing is certain, he spent over forty years of his life traveling over what are now the states of Ohio and Indiana, preaching and planting apple-trees.

Swedenborg taught that every material object was but a visible manifestation of an unseen entity; that man, himself, was nature in diffusion; that every tree, flower, and animal expressed unseen things. There were three

heavens, consisting of the three orders of angels; the first distinguished for love, the second for wisdom, and the third for obedience. As everything had its opposite, there were three divisions of hell, also. Man of himself was dead; his apparent life was due to the presence of God in him.

Chapman's gospel was one of love and helpfulness. He was a strict vegetarian; this may have had a great deal to do with his passion for planting apple-trees.

His last years were spent near Mansfield, Ohio, from where he sallied forth from time to time to look after his nurseries. He died and was buried at Fort Wayne, Indiana, in 1847, where he was stricken with pneumonia, while on one of his tours to care for his nurseries located at that place.

STRANGE genius and apostle of mystic spell,
Proclaiming the trinities of Heaven and Hell;
Virtue's coefficient to quicken mankind,
With love, wisdom, and obedience sublime;
Counterpart visible of realms unseen,
Breath of God, undefiled, virile, serene;
Love's burden bearer to hosts yet unborn,
Advance herald of Ceres' flushed horn;
Barefoot, hatless, imperiled, alone,
Newsbearer from Heaven to the settler's rude home;
His life was an epic of service and love,
This eccentric John Chapman with lore from above.
Oh Muse! Pray reveal what motive controlled
This quaint roving creature with meekness so bold.
Was it scorn from a maiden, or love for mankind,
That drove him afar his labor to find;
Did he broadcast the wild with rare apple-seed,
To succor bold squatters, or foster a creed?
His diet was herbs, his clothing was rags,
His mission, pure love, his burden, seed-bags.
Like the spies of old Israel's fear-stricken band,
He traversed the length of the God-given land,
Keeping pace with the pulsating tides that swept
Toward the realm where the steeds of Helios slept.
What matter the motive; why question the deeds?
He poured out his life for humanity's needs.

Rotary Turns the Corner

—and sees new opportunities for practical endeavor

By Gardner Mack

WHEN the fashion of uplifting things in general had run its course and most of those who had made it their fad had turned their hysteria into other channels of endeavor, there remained among the conservative business and professional men who had been bystanders—and perhaps the principal sufferers of the show—the germ of an idea. It was an idea that perhaps, after all, there was something more in the way of duty that they owed the community. It occurred to some of them that perhaps they should make some effort to make return now and again for the privilege of success the community had extended to them in their various lines of personal activity.

Every little while there occur to the sane, normal, successful business and professional men ideas they feel the need of putting into action that are not connected with their business—or even with their immediate community. As they reach or are approaching the goals for which they have been playing in the game of life, many of them find just a bit of flatness in the flavor of the success that comes to them. Many of them find arising in them a certain curiosity as to the conduct of things in the world about them—a curiosity which leads to a study, a much too casual study, perhaps, of their world. Or a study of the men who were their neighbors in the same state (or province) in the same nation, or the nations about them or just across the seas from them. Sometimes this desire is given vent in travel. Sometimes in reading. But always it is with the background of training that these bystanders had received in their business or professional life, and most of the time it is with the consciousness of having been but bystanders, with a consciousness of some sort of an urge to give over that idle occupation and become a part of the procession themselves. And when this stage is reached there usually comes the very acute feeling that they did not know where they could join—nor even how to start.

This only makes the urge more acutely felt. Amidst the hurry and worry and scuffle of their every-day life, before they had moved on, those agile nervous fingers of the professional uplifters had writ large on the ledgers of the conservative bystanders

HISTORY has often provided the raw material out of which prophecies are made. This sketch of Rotary's comparatively brief career is chiefly significant because of its implications for the years ahead. Whether or not these years justify the hopes of its founder, as here quoted, will largely depend on whether its members can select and stress those of its features with highest universal appeal. For each prophet there are thousands of interpreters—but the prophecy must seem true to all and appeal to all alike.

something they had themselves called "the glorious discontent"—a discontent that translated itself into a vague, blind groping for something more than the measurement of profits, the winning of cases before the bar, or the readjustment of tangled digestive or circulating systems. The first symptom of this had been the arousing of a desire on the part of the conservative business and professional men to know each other and the world about them better so that the qualities that had made them successful in their ordinary activity should also be tested as qualities for making friends, for moulding their ideas into such form as would make them successful citizens and real leaders of men in whatever pathways their industry or their desire for further knowledge and usefulness might lead them.

And then there came into being the Rotary Club!

Rotary is the first of several organizations that have a similar aim and work in similar fashion. It is the original and the others are its followers along the same pathway. The chief function of all of them—and particularly of Rotary—is to put into practice in the business and social and home life of its members the idea of unselfish service.

All of this—the general direction of purpose in these organizations toward promotion of the idea of service—came about in a gradual way. First one point is established. Then another.

And then a third. The triangle complete, it is an easy matter to work out from these base lines to a general range. And because Rotary was the experimental organization its growth and history reflect its activity and civic usefulness—as well as the potentials that exist in it and in all its kindred among civic organizations.

The formation of the first Rotary club was due primarily to the loneliness of a Chicago lawyer. It was due to a desire on his part not only to know his fellows better, but to be able to study how cooperative effort on the part of a number of men engaged in a number of different lines of business or professions might make for the betterment of society and the community and the individual businesses or professions of its members. Paul Harris, the lawyer in question, talked the matter over with three friends at his office on the evening of February 23, 1905, and then and there the first Rotary club was formed.

IN the very process of its forming the Chicago Rotary Club unconsciously typified the development of the Rotary idea. Paul Harris suggested the bare outlines of the club. Each of the three men who were called into his office and who with him formed the club, contributed something from his experience or his own desire to the form as well as to the objective of the organization. Then others were invited. Everyone of the first fifteen or twenty men who came into that first club added a different something, a further idea or a dynamic force that made the realization of the later objectives possible.

Then came the expansion to one other club, to three others, to ten others, to fifty, to a national organization, to an international organization, to one hundred, several hundred, a thousand clubs, a second thousand and now toward the third thousand, covering forty odd separate nations and claiming approximately 130,000 members!

The first club was largely a club of friends. The Chicago men worked slowly with the idea they had. The second club that came into being brought with it a new angle of action. It was the third club or the fourth that brought Rotary into civic affairs in a very definite way, and established an

angle of activity that has had a most profound effect on Rotary participation in civic affairs generally throughout the world. It established Rotary as a force.

But, that was not all—it gave a definite agency for the use of that force that was not only novel, at that time, but was unusually effective.

In the town where this particular club was situated there were three civic organizations of the Chamber of Commerce character. They were intense rivals of one another. These organizations were so busy fighting each other that none of them was very much of a factor in the community and none of them could hope to get the full support of the community. There came an occasion for community action. The Rotary club took the initiative and directed the action. Instantly the three rivals wrathfully descended upon the Rotarians. They pointed out that there were already three agencies for doing things in the town and that this was two too many. Why, therefore, should a new organization be formed? Why should this new organization seek to enter the field that was filled to overflowing—to the point of suffocation?

THERE was an exceedingly wise man in that town. He waited until the rivals had all spoken their minds and exhausted their protests. Then he spoke. He said the Rotary club did not have the slightest intention of occupying the field of any other organization. On the contrary it was the business of the Rotary club, as he saw it, to get behind any organization that was performing a useful and worthy task. But, he declared, in the present instance there was a thing to be done. There were three organizations formed to do it who spent their time criticizing each other and making no progress in community welfare. Just as soon as those three organizations would cease their warfare and get together; just as soon as there appeared in the field a regular working body that could hope for united community support—at that instant the Rotary club would withdraw and give the field to such an organization. Until such time arrived, this wise man stated, the Rotary club intended to do those things which no other organization seemed capable of doing or desiring to do.

The result of the plain speech on the part of this business man was to end for all time the warfare, bring the three rivals into one strong organization, start the booming of that particular town in a way it had never boomed before.

Then there came another angle—the usefulness of Rotarians to other people in their own lines of business who were not Rotarians—the establishment of codes of business ethics and rules of ethical business practice. They brought about the establishment of the principle that each Rotarian is an ambassador to his business associates from Rotary for the purpose of putting into practice the ideal of service before self and proving that he profits most who serves best.

Following this came what is perhaps the biggest angle of all—the international, inter-racial feature of Rotary. The belief that service should come before self and that he profits most who serves best was found to be but another way of stating the Golden Rule. More than that. It was found to be but another way of stating the keynote of every great religious philosophy that has ever been evolved. Just as the business men of England, of the United States and of Canada saw that the Rotary principles of fellowship and business ethics fitted their needs, just as the men who were interested in civic betterment in Cuba saw that Rotary principles do much toward transmuting community public sentiment into real effort—so the Japanese saw that the ideals of Rotary were the ideals mankind set for itself in the beginning of the world and has been striving to attain ever since with a variety of religious philosophies. And Japan forthwith organized a Rotary club.

And so these potentials lay within the idea which Paul Harris and his three friends discussed, and, used as a basis of an organization twenty-two years ago, have been developed. The foundation of the principles of Rotary are these:

1. That each member should pledge himself to the service of society in general, his community, his business or profession, and his home.

2. That there should be but one representative of each line of business or each profession admitted to the club.

3. That every member should be addressed preferably by his first name or a nickname or in some manner to indicate the close, intimate friendship among Rotarians.

4. That any member failing to attend four successive meetings, saving only in case of illness or absence from his city, should automatically forfeit his membership.

BY limiting the membership in Rotary to one representative from each trade and profession there was no idea of making Rotary exclusive. But there was the idea of bringing together a group of men who, because they knew they all represented their own trade or profession exclusively in that club, felt perfect freedom in discussing any question relating to that trade or profession, in the first place, and were capable of giving entire attention and advice on the manner in which any idea presented would affect their business or profession.

The first-named rule promoted an intimate fellowship and absolute frankness and candour in attitude that could not be overestimated.

The attendance rule made a passive or inactive membership in Rotary impossible.

One of the first principles in Rotary in its extension to countries outside the continental limits of North America—and it is a principle that has a very important bearing on an understanding of the Rotary ideal of service—is that clubs shall have as members the natives of the country in which it is established. Thus the members of the Rotary Club of Tokyo, Japan, are Japanese. What have they in common with Chicago Rotarians? Merely this—that they shall undertake to promulgate the spirit of service. This is Rotary's world-wide appeal, according to the people who have organized it and the people who have become interested in it.

The foundation of Rotary is the individual club. And every club realizes this very shortly after it becomes a member of the international body—no club is a member of Rotary International very long before the fact that it is part of a very great international movement becomes apparent and the fact that it cannot function in any direction without some of the effects of its functioning being felt by other Rotary clubs.

And membership in a Rotary club is no honorary affair. Every man must attend every meeting of the club. Most of

(Continued on page 47)



Kidnappers and Gannets

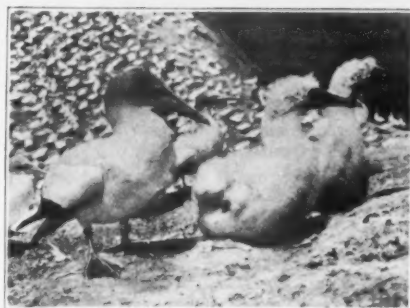
By Horace S. Cottrell

WHEN you attend the Rotary luncheon at Napier, New Zealand, you can see Cape Kidnappers through the window behind the president's chair. It's a wonderful view from that window. In the immediate foreground lies the Marine Parade with its stately Norfolk pines. Beyond the breakers, sometimes mere ripples and at other thundering monsters, there sparkles the blue waters of Hawke Bay, with 6,000 miles of Pacific Ocean between it and Valdivia on the coast of South America, straight ahead.

At the southern extremity of the bay you will see Cape Kidnappers with its sugarloaf island and gleaming pinnacles. To this interesting locality we made a Rotarian expedition on a day when the sun shone as gloriously as it usually shines in Napier. Any Rotarian who loves nature and is good for a twelve-mile walk is invited to accompany us, either in the pages of *THE ROTARIAN*, or in reality when he comes to Napier.

The chief interest of the cape is the gannet nursery situated on one of its pinnacles, but even without this as an objective, the expedition is well worth while. On the occasion of the trip described here, three Napier Rotarians and four car-loads of relations and friends participated. The first fourteen miles takes us along pleasant country roads till we arrive on the shingled foreshore at Clifton sheep station. Here we leave the cars, and also those of the party who do not feel equal to the long walk; we distribute the refreshments, cameras, and other impedimenta amongst the party and set off on foot to view one of New Zealand's most charming natural wonders.

Towering stratified bluffs, deep water-worn fissures, strange rock formations, arches and caves keep us so interested as we walk along that the length of the



A close-up photograph of those mysterious seabirds, the gannets, taken on Cape Kidnappers, New Zealand. Below—the one thing a gannet (like man) never prepares for is—twins!

journey is forgotten. Many folk who have not consulted the tide time-table before setting out have had some real adventures in this locality. Some portions of the route are not workable at high tide and many a party has been marooned, either at the cape itself or in the gullies near the Black Reef. One party of college girls spent a cool and hungry night out there, but set out for home again at the coming of the dawn and the falling of the tide. Eventually we pass round the base of the Black Reef and are treated to a most charming view of Cape Kidnappers. From this point we first get a glimpse of the gannets' nesting-place high up on one of the pinnacles.

Cape Kidnappers has historical and mythological interest but that is another story, too long to embark on here. Half way across the bay we halt for a splash in the sea and for refreshments. Now comes the most ardu-

ous portion of our pilgrimage; a steep dizzy track that catches the breath of the best of us and fills the timorous ones with apprehension. Somewhat weary, and very short of wind, we at last reach the hilltop overlooking the nesting-ground. No picture can render

the shimmering glory of the summer sea and the pinnacles of the cape crowned with wheeling gannets on the wing and thousands of other gannets patiently incubating their eggs or attending to the various domestic affairs that fall to a gannet's lot.

We now proceed down the steep and hazardous track to the nesting-ground. The greatest surprise to the uninitiated is that the gannets do not leave their nests when approached. In fact when the birds are sitting or the chicks are small they will not leave until forcibly dislodged. We have discovered, however, that early in the season (August) before the eggs are laid, or at the end of the season (April) when many of the adult birds have left and the chicks are in an advanced stage, the birds appear to be as timid as any other wild bird.

THE gannets' nests are drawn up in regular lines and it is quite amusing to note the passage of a bird from the center to the edge. It scrambles along in an ungainly fashion to the accompaniment of vicious pecks from its neighbors, for the birds cannot rise from a flat surface but scramble to the edge and float off into space. The nests are merely conical mounds or depressions in the hillside, the nesting material is seaweed.

The gannet lays one egg and this is incubated by both birds in turn; in about six weeks out comes a poor little naked chick of slate color. It grows rapidly and in about fourteen days is completely covered with white down. Dark, white-tipped feathers begin to

(Continued on page 45)



Here is the junior band of Framingham, Mass. Players graduate from this group into the senior band. This is one example of the Rotary bands which occupy practically the entire time of "Teddy" Perkins and it was at Framingham that he first undertook such work.

What Teddy Perkins Wanted

By Cliff Buttelman

YEARS ago, in fact a good many years ago, there was a barber in a little Massachusetts village who ran the town band. This story is not about the barber or about that town band, yet without them there probably would not have been any story for me to tell.

In this little Massachusetts town there lived a boy whom all the village folk thought quite fortunate. Yet he was very poor indeed, because—although everything he needed was provided by a good mother and the kindly, prosperous grandfather with whom he lived—he could not have what he most wanted, which was a horn and a chance to learn to play it. And so this lad listened to the little town band led by

the local barber with all the pent-up, aching yearning that can be appreciated only by one who has experienced and been denied a similar desire to "play in the band."

The boy did not look much different from the ordinary youngster, which is a great handicap suffered by all boys and girls in that they all look and act about alike no matter what may be the potential talents buried within them. Grandfather considered that a good sound education and business training was what his grandchild needed, and he regarded the boy's incessant requests for a musical instrument as so much

foolishness. Granddad wanted no long-haired musicians in his family! The fact that the youngster's mother was a talented oratorio singer—none other than Susan Adams of the original John Adams family—while the boy's father up to the time of his death had been an amateur violinist of considerable attainment, had no connection in Grandfather's mind with the very apparent



Theron D. Perkins, a member of the Framingham, Mass., Rotary Club, directs boys' bands at Framingham, Cambridge, Lawrence, and Wakefield. He is also the instructor for Arlington and Plymouth high-school bands.

musical inclinations of his grandson. If Grandfather's rather conservative New England code included any ideas on the subject of heredity, he probably regarded the parental musical tendencies as an evil influence which must be overcome at all costs.

But still the barber and the Topsfield town band played on, and young Teddy Perkins listened with eager ears whenever he could be within hearing distance, which was much more often than Grandfather suspected. Then came the day when Teddy was permitted to go to the barber-shop alone for a haircut. Whether Teddy got the haircut that day is not recorded, but he did for the first time get his hands on one of the barber's horns. To his dying day that barber loved to tell about the remarkable demonstration given by the lad who, the first time he picked up a cornet, played open tones to high C.

After that there was no stopping Teddy and his ambition, for Grandfather was playing a lone hand against the barber and the band and nearly all the town folks. Teddy's mother had always secretly sided with her son and had succeeded in giving him a good foundation in music so that Teddy could read and sing very well. And so it was but a matter of a few weeks after the barber-shop experience that Teddy was made a member of the town band, playing on an old rotary valve cornet which he had bought in Boston for \$6.00 with money earned without the knowledge of Grandfather. And that was the beginning of the remarkable musical career of Theron D. Perkins, bandmaster, opera-orchestra conductor, composer and cornet soloist—a musician whose experience and success in these many fields is probably without a parallel. With no help except the encouragement of his mother, Teddy earned his way and paid for his musical education—and paid a price which it is doubtful if any boy born in this age of automobiles and ease would consider a human possibility. It is not strange that Theron D. Perkins today is making it possible for hundreds of boys and girls in New England to satisfy the same yearning to "play in the band" which cost him so many hours of heartache before he

finally achieved the object of his fond desire.

The conductor of that town band was also a clarinet player in the Haverhill Cornet Band, fifteen miles away. Partly because of interest in Teddy, and partly because he saw an opportunity to increase the musical potency of the Haverhill Band, the clarinetist invited Teddy to attend the Haverhill rehearsal. And so the fourteen-year-old lad journeyed thither, not in the family flivver, (for that was when Henry Ford was still riding a bicycle), but on his own two feet, taking the entire Saturday afternoon to walk the distance. After rehearsal he was permitted to stay overnight, sleeping on a mattress placed on the band-room floor, and on Sunday he walked the return fifteen miles. Teddy did this not only once, but all winter, and finally interested three other boys from the Topsfield town band to make the weekly trip with him. From their meager earnings they bought more mattresses and quilts, and for several years Teddy, usually with some other boys, walked thirty miles each week-end for the sake of rehearsing two hours.

ALL this time the young bandsman was pursuing his school studies, putting in all his spare hours practicing and studying music, and he was developing in a remarkable way. In fact, he was regarded as nothing less than a wizard by the folks in his community, wherefore it was not surprising that, when he was nineteen years old, he was engaged as the director of the Haverhill Cornet Band to fill the place of the former conductor, who had resigned. This position carried the startling sal-

ary of \$150 a year, and Perkins' first thought, when he learned that he was to be paid, was that now he could ride back and forth to rehearsals. The Haverhill Band, which already had a very fine reputation, continued to improve under the youthful director, playing the best grade of standard music, and was considered a rival of the Fitchburg Band, the two being regarded as the best bands outside of Boston.

Perkins was re-engaged a second year and his salary was doubled. For several years he continued to direct the band, meanwhile studying with Henry Brown of Boston, the celebrated master of the cornet, who taught most of the great American cornetists of that period.

During this time Perkins had many opportunities to broaden his experience and develop his musicianship. When Wally Reeves of the famous Reeves Band, and bandmaster of the Massachusetts Eighth Regiment for some fifteen years, found it impossible to continue in that capacity, Perkins was engaged by Colonel Ayer to bring the Haverhill Band to the annual encampment, and was later appointed bandmaster of the Eighth Regiment.

He also extended his activities by organizing and teaching bands and orchestras in various towns, among them the Newburyport Cadet Band, which later achieved a wide reputation. He organized the well-known Merrimac Valley Musical Festival with a chorus of 350 singers from Newburyport, Haverhill and Lawrence. Out of this organization grew the Newburyport Choral Union and the Haverhill Choral Union.

Perkins' success so impressed Mr. (Continued on page 61)



The Lawrence, Mass., Rotary Club is responsible for the support of this boys' band. Theron D. Perkins is the instructor and director; Robert Farquhar is chairman of the managing committee.

WITH THE POETS

"Happy who in his verse can gently steer
From grave to light, from pleasant to severe."—DRYDEN.

To a Dandelion

By J. E. LeRossignol

O DANDELION, beauteous flower of spring,
Summer and autumn ever blossoming;
While other flowers too early pass away,
Thou bloomest on at every time of day.
When I go forth to labor at the dawn,
I greet thy yellow face upon my lawn;
And when at even' I come home to dine
I see thee with me still, O friend of mine.
Others may follow thee with cruel hate
And dire intention to eradicate:
In vain! When to their final fate they go
They'll find thee on the fiery fields below;
While I, when I shall tread the lawn of Zion,
Shall surely meet thee there, dear dandelion.

LINCOLN, NEBRASKA.

My City

By Dwight L. Clarke

"WHAT of your city, neighbor?" "Friend,
We've marble halls, of parks no end,
And boulevards the hills o'er leaping,
And mansions fit for monarch's keeping."
"But tell me of its inner heart?"
"Why, then, it is the brisker mart
For gainful trade and commerce great,
Where thrive concerns of high estate."
"Nay keep each market, bank and tower,
Cold symbols of material power;
You merely glanced my question then;
I think of towns in terms of men."

Some borough would I choose, away
From every highroad half a day,
If there its citizens but feel
More jealous of the common weal
Than hope of gain or sordid strife—
The petty debit side of life.
For there most certain would I find
The true democracy of mind,
Where man's chief assets are his friends,
Not what he makes but what he spends
In wisdom, purse and kindly deed
Sown broadcast for another's need.

A man may deal in humble speech
And little reck of what schools teach,
His dwelling hidden, poor and small,
Yet shine the noblest of them all.
And the chief honor in his land
Be just the warm clasp of his hand.
How great shall be my city when
Men think of towns in terms of men!

BAKERSFIELD, CALIFORNIA.

Villanelle to an Old Barn

By Stephen Wright

THE old red barn is standing still,
An empty hulk of former day,
The door sags on the sunken sill.
At night the lonely whippoorwill
Chants mournfully of its decay,
The old red barn is standing still.
It croons for Charlie and for Bill
That like their stalls have passed away,
The door sags on the sunken sill.
Through broken shingles rain-drops spill
And haunting moonbeams cast their ray,
The old red barn is standing still.
No chanticleer with trumpet shrill
Announces there the coming day,
The door sags on the sunken sill.
And ghostly silences now fill
The place where once rich harvests lay.
The old red barn is standing still,
The door sags on the sunken sill.

NEW YORK CITY.

Wanderlust

By Catherine Parmenter

OH, the hills have called to me today,
And my heart is faring forth—
What does it matter that I must stay
Here on a street all dull and grey?—
My heart is in the north!
North to the shadow of spruce and fir,
To the gleam of sunlit snow,
To the high peaks wrapt in the storm-clouds' blur,
The hard rock-trail and the mountain-lure—
Thither my heart will go!
Oh, the sea has called to me today,
And my heart has been released
To alien coasts far, far away
From Tokyo to Memba Bay
And the islands of the East.
East to the haunts of a tropic shore
Where the perfumed trade-winds blow—
Where a thousand hearts have fled before
On the star-hung road to Singapore—
Thither my heart will go!
Oh, sea and hills that have called today—
Oh, scent of palm and pine!
What does it matter that I must stay
Here on a street all dull and grey?
My heart is no longer mine!
It is yours today, for right or wrong,
Lords of the sky and snow!
To the hills with their challenge clear and strong,
To the sea with its drift of purple song—
Thither my heart will go!

COLORADO SPRINGS, COLORADO.

One Hour and a Half

How shall the time be planned to best advantage?

By George Dalgety

FOUR men were seated at a dinner-table in a café. They were friends. One noticed that all four wore in some form or another the emblem of the same fraternal organization. The question was asked, "How regularly do you attend?" One had attended only the meetings in which he received his own work. The others had attended more or less spasmodically but none had been at a meeting in years.

All four were also Rotarians, and naturally the discussion developed into whether or not Rotary would suffer the same fate at the hands of its membership, or whether or not it offered something that fraternal organizations failed to offer. That question has been asked in Rotary by individuals, and out of Rotary by other individuals.

A man says, "Is Rotary worth the hour and a half I spend on it each week?" It is trite, of course, to say that a man gets out just what he puts into a proposition. It is undoubtedly a fact that a good many men have gotten much more out of Rotary than they have put into it.

These four men agreed that the idealism of Rotary, its code of ethics, and its six objects were a compelling force in the lives of many members, but that without weekly meetings of sustained interest in worth-while programs the ideals and code and objects would fail to help as many men as would otherwise be the case.

This discussion then is one dealing with Rotary programs, not the great program of Rotary whatever it may be, but the mechanics of supplying an interesting weekly program, the sources of material, and the underlying psychology of program building.

There are two kinds of programs. First, that which consists of a glittering, showy aggregation, sometimes called ting-a-ling stuff, with a preponderance of humor and entertainment. This quite often will get the greater response at the immediate meeting. The second kind is the program built with a purpose. It includes entertainment of a wholesome and high-class nature. It emphasizes the Rotary idea of music, but isn't afraid to go into fields that will raise the standard of appreciation. It may and should bring speakers of note, perhaps of national reputation, but only when these

WITHOUT good programs no club can hope to keep its members interested. How are such programs assured? The author of this article suggests methods which have been tested and have given good results. He does not forget that many clubs are not able to secure many speakers other than those in their own community, and he does not overlook the value of entertainment features though he would make sure that they occupy the proper proportion of the program.

men have done things worth while and can tell about them in a clear, convincing and commonsense manner.

Worth-while programs are built to contribute something definite to each classification in Rotary. The program builder realizes that there are as many different kinds of people in the audience as there are classifications. The work must not be over the heads of the audience, but at the same time it must not appeal entirely to the effervescent, non-thinking and fun-loving element. There must be entertainment, for dullness is an unforgivable crime. It should lead the group to a higher plane of thinking and living. Rotary's ideal for the elimination of anything in word or spirit that would suggest a possible taint is too well known to need mention.

One consideration from meeting to meeting is variety. A succession of programs with too much of the same kind of material becomes monotonous and a failure. Novelty within certain well defined limits is always desirable. Novelty does not include freakishness. Speakers should be chosen either because they discuss absolutely different topics, or if grouped about the same general theme, then their discussions should be from viewpoints so very different that there would be no possibility of duplication.

Balance is another essential of a good program. Another word for balance is harmony. The program committee should study the program as a whole, and where other features besides a speaker are included attempt

to harmonize the different parts of the program so that there will not be too great incongruities, but rather a well-rounded cumulative effect. Many smaller Rotary Clubs may immediately say, "That's all right for the larger towns where their sources of supply are unlimited, but we have to take whatever we can find." There will be a great deal of difference, however, in the strength and interest of the programs in the smaller clubs as well as in the larger if they are carefully thought out and planned. The idea is being kept in mind that this is a discussion which will be applicable to the smaller clubs, for there are so many more of them than of the larger ones that any discussion would be futile which did not work from this angle.

Different clubs appoint their program committees in different ways. Some few possibly assign a different man each week to get the next week's program. It can be readily seen that this method will result in haphazard, chance meetings. Good programs often take months to arrange. A method used by some clubs of using a different man each month as a member of a central committee or as an appointee of the president is better, because one can at least work with an idea of one month's continuity, but that is on the whole very faulty.

UNDOUBTEDLY the best method is the committee that is appointed for the year, which gets together and maps out a definite program policy for the year, making a survey of the different fields of thought to be covered, bearing in mind the recommendations of the various International committees. A helpful measure would be a chart of the fifty-two meetings of the year with assignments for the recommended number of speeches on Business Ethics, Rotary Education, Boys' Work, etc., even though speakers are not selected at that time. Much of the program will be outlined right then. Then the committee by discussion may arrive at certain lines of thought which would be of value and which should be emphasized. A number of dates should probably be left open for open discussions of membership, or for discussions and speakers of immediate current interest. Reports from conferences, etc., should

(Continued on page 48)



EDITORIAL COMMENT

Bon Voyage!

TO the thousands of Rotarians now *en route* to Ostend from various quarters of the world go the best wishes of all those thousands who can only attend the convention in spirit. Speaking for those of us who will be absent, we hope and expect that this will be one of the most successful annual gatherings Rotary International has ever held. We anticipate that much will be done for the organization in general; that the individual will do something for himself as well as for the organization.

More than that—we hope that those who attend will represent the best of what may exist in their respective countries; will bring back the best of whatever they find abroad. This surely is the whole aim and object of the convention, for while the Sixth Object of Rotary talks of simply “the advancement of understanding, good-will, and international peace,” it is always by our best efforts that we would be understood.

But what is “the best?” Quite obviously nothing is good save in relation to the circumstances of those it serves. Once we have some knowledge of their environment we are in a better position to estimate their institutions. Such knowledge may modify our first ideas considerably—but certainly it brings us closer to our Sixth Object. This conception of “the best” we would add to the luggage of those voyagers whom we would all gladly join. With this parting thought—and our best wishes—Bon Voyage!

The Mississippi Floods

THE Mississippi, a river some 2400 miles long, drains a watershed of about a million and a quarter square miles. On its banks are four cities of more than 200,000 population and seventeen towns with more than 100,000 inhabitants. The river and its numerous tributaries are navigable for 4,000 miles, and they directly affect the commerce of ten States and indirectly that of the world.

Recently the Mississippi went on a rampage, nothing new in its history, but an unusually violent exhibition of what enormous uncontrolled power can do. The consequent devastation involved the loss of hundreds of lives, the destruction of actual and potential wealth on a scale that cannot be realized. Had not rural areas been sacrificed to save the densely populated sections the toll would have been still greater.

Faced by this appalling catastrophe the sympathetic populations of unaffected areas rallied to the help of the hundreds of thousands of refugees; the government and the Red Cross directing these measures of relief.

In this work Rotary clubs and Rotarians individually

played, and continue to play, their part. But as members of an organization recruited from the influential members of the community they cannot be content to stop there. When the emergency work is over there will be the greater problem to face: first, the need of restoring these flooded areas to something approaching normal condition; second, the even more essential matter of preventive measures.

The Mississippi in flood demonstrated a tremendous power. Without doubt a portion of this power can be harnessed for production and thereby restrained from doing damage. The fact that such utilization has already been made to a small degree is sufficient proof of the larger possibility. The floods demonstrated also what China's history should have taught America long ago—that when such natural checks as forests are removed wholesale something must be substituted, or the rain simply spills off the land into river beds too narrow to let this water escape rapidly into the sea.

Let us hope the present emergency has passed; for the future there are tremendous economical engineering problems to be solved else the lesson be wasted.

Prospectuses

THE other day we were edified by one of those glowing prospectuses setting forth the wonderful lecture course by which we might learn how to collect those millions of dollars that we feel entitled to. So we are told. Of course we are all unappreciated—most of us admit it. But so were some of the world's greatest teachers—yet they went out of their way to avoid appreciation in many instances, and reduced their possessions to the barest necessities. Perhaps if they had taken the lecture course—yes, but would humanity have been better off if these teachers had been rich?

It amounts to this. Some time in his life every man has to decide whether he can do more good with wealth or without it, and to shape his course accordingly. He must make some compromise between his duty to himself and to his family, and to society.

Truth is a diamond of many facets.

Reduced to \$1.98!

NOT long ago some scientist estimated that all the chemical components of a 150-pound man would bring about \$1.98 in the market. The so-called lord of creation might write that figure some place where he will see it frequently. In case he is ever tempted to think that he is the king pin of the universe it would remind him that a man without any senses is not worth the price of a really good dinner.



Shaw and Rotary

GEORGE BERNARD SHAW, famous playwright, Fabian Socialist, and castigator of society has occasionally aroused the ire of Rotarians by pointing out discrepancies between Rotary theory and practice. Many Rotarians, says Mr. Shaw, have not caught the vision, have not seen anything more to Rotary than a pleasant weekly luncheon—but the idea of making the business man into an idealist is worth teaching. In his own words:

Any sort of an association is better than sitting in an office, trying to do the other fellow, and meeting him only to do business with him, with the worst of intentions.

When informed that the association was growing at the rate of five hundred new members a month, Mr. Shaw was swift to point out that size is no real criterion:

Numbers mean nothing. If one mere tradesman rises above the pursuit of profit by routine methods, to become a public spirited organizer of industry with a liberal outlook, and an acceptance of public obligations which distinguish the professional man (or ought to) the gain to the Rotary movement is greater than by the accession of 1,000 new members who see nothing in the movement but a luncheon club.

Apropos of the Shaw interviews on Rotary, which have appeared in both the press of Europe and America, the following editorial appeared in the *New York World*, issue of April 15, 1927:

Shaw vs. Lewis

It is so much the fashion among the intelligentsia to sneer at the Rotarian that George Bernard Shaw's commendation of this so much-abused pet aversion of Sinclair Lewis and his hawks will come as a shock to the literati. When Mr. Lewis wrote his "Babbitt" there were many who assumed the last word on the subject had been uttered. Mr. Lewis has a manner which rather encourages this notion. When he stood in a pulpit and defied God to do His worst some took it for granted the last word on faith had been spoken.

In truth Mr. Lewis did make a rather ridiculous figure of the Rotarian in his "Babbitt" by making him the subject for a caricature, and one shudders to think what might be done by a caricaturist with some of our intelligentsia and with Mr. Lewis himself. But the Rotarian is not without his "points" and it is just as well to have Mr. Shaw point them out. There is nothing especially obnoxious in the Rotary theory. The idea of service is certainly good. The plan for wiping out the old-time aloofness of the man in business is excellent. The notion that if men play more they will work better and in better spirits is fine. The scoffers direct their fire at what they claim is the hypocrisy of the thing—and there are hypocrites and pre-

"TALKING it over" across the conference table has solved many individual and group problems, corrected many thoughtless practices. This department of your magazine is intended to do the same things. It will succeed to the extent that both club officials and individual members enter into frank discussion. Contributions to these columns will be welcomed.—The Editors.

tenders among the Rotarians, and even, perhaps, among some of their critics. Mr. Shaw, who thinks as little of pretense as any one, gives us the more attractive side of the Rotarian philosophy; and there are Rotarians who live up to it.

Even so, it must seem like disloyalty and desertion to the cynics to find George Bernard Shaw writing with respect of the Rotarian after Mr. Lewis had said the last word. But Shaw never has known when the last word has been spoken.

Our 1928 Convention Hosts

The following letter was received by the Rotary Club of Minneapolis from a Rotarian who did not disclose his identity other than that he had been a visitor:

"Why is Minneapolis Rotary such an interesting club? I discovered the secret last Friday. The real spirit of Rotary is in your hearts, as it expresses itself in friendship and affection. Hi Douglas' moving tribute to his departed friend; the enthusiasm over the roll-call; the general good fellowship manifest in your members; these all are but ebullitions of that deeper love which warms your souls. And this is good. But it might well grow more active. It should lead you to seek out others whom you do not know today. You should try to "know your man" whatever his name or classification. For these may become your hostages against the future. Among them you will find a few, not all, whose minds are attuned to yours; whose companionship may be like Balm of Gilead when your hair is silver gray. It would be a pity to pass them by unknown. Nor can you tie too many congenial souls to your heart strings; for the coming years are sure to take away

some cherished friends as this year has taken John Spencer to a more beautiful service. And it may be that there will be one, though God forbid, who will be Judas to your sacrifice, shaking your faith—that man can still be faithful. The Roster may well be looked upon as your Doomsday Book. Therefore, deepen your present friendships and add new members to your old-embracing circle, so that when you are an Ancient you may be blessed with at least one friend to whom you can say:

*If I should live to be a hundred years,
With friends all passed beyond the mystic veil;
My home, a house of many vacant chairs,
Once glorified by childhood's happiness;
Our city, filled with strangers, crowding by
On alien pleasures or an enterprise
That left me cold;—if I were thus bereft
But still could lay my feeble hand in thine,
Could hear thy voice, could feel thee at my side,
Life still would be most beautiful and sweet
And this old world grow young when thou didst smile!*

—A VISITING ROTARIAN.

Religious Programs

AT a meeting of the Newburyport (Massachusetts) Rotary Club held during Easter Week a Jewish Rabbi, a Roman Catholic priest and a Protestant clergyman each explained to the club the meaning of Holy Week in his particular religion. The following is an editorial which appeared in the *Newburyport News* on the day after the Rotary club program:

Beautiful and splendid indeed was the conception of the Rev. Mr. Hannum in arranging a symposium of the religious views of a representative Jew, Catholic and Protestant for the weekly gathering of the Rotary Club. Rotary has conferred honor on itself by welcoming such an event. Such gatherings help us Americans to rid ourselves of one of our worst follies, that is—religious prejudice. There exists in the country today plenty of religious intolerance and all sides are equally guilty. This city, we are pleased to say, is rather free from religious prejudice compared with many other places. Most of us have read the speeches of the Jew, Catholic and Protestant at the Rotary gathering and have rejoiced at this exchange of views.

How much we can find to admire in the religion of another if we become acquainted with it and learn to know its adherents! We are immensely indebted to the Jews. They conceived for us the idea of one God instead of many. They gave us the idea of one God for the world instead of separate deities for different territories. Their concept of righteousness was far in advance of its time. We owe them a great debt of gratitude. When we become acquainted with their religious history we learn that they have been the religious leaders of all nations. It was a great pleasure to read Mr. Shoul's description of what Passover signified to him. Equally wonderful was Fr. Cormier's portrayal

of Passion Week. Again we admire the long history of the Roman Catholic church, its majestic ritual and particularly its portrayal of the last days of our Lord and Savior. The city in general as well as Rotary is indebted to Fr. Cormier for his vivid portrayal of his emotions in Passion Week. And Mr. Hannum, worthy public servant as well as Christian minister, interested and working for everything which pertains to the good of man, the man who conceived this beautiful tripartite religious service for Rotary, gave the Protestant point of view in its full significance.

Jew, Catholic and Protestant cannot retain enmity if they know one another and realize how deeply each loves his own religious concepts. Last Wednesday's Rotary meeting will influence the religious life of this city for a long time.

The Attendance Rule

I HAVE been keenly interested in Ed. Kelsey's article on the Attendance Rule and the various comments thereon. While I am not in sympathy with the heroic methods sometimes adopted to maintain attendance records, my experience in various official capacities including that of governor of the Twenty-seventh District, leads me to believe that the adoption of Ed. Kelsey's proposal would in an incredibly short time bring untold harm to the general spirit of the Rotary organization.

I believe that immediately following the adoption of that proposal the larger clubs and later on the smaller ones, would become inert, inactive, uninteresting, and more or less purposeless. I am not even in favor of the resolution to be presented at the Convention in Ostend modifying the attendance rule so that a member may anticipate absence from his own club by making up his attendance in advance. I can conceive of no particular good that can come of the proposed modification of the attendance rule and as it is admitted that the resolution if adopted will make high attendance records easier to obtain, it seems quite obvious to me that considerable harm may result.

I believe that we should not only continue the attendance rule "as is" but that we should go further and check up on attendance at club committee meetings and other club activities not purely social in character. In all Rotary clubs there are too many cases of committees of twelve or fifteen members that look good on paper with perhaps the chairman or two or three others doing all the work. Such a condition is quite as undesirable for the active as for the inactive members.

It will perhaps be of interest, in this connection, to know that in preparation for the 1924 International Convention in Toronto just such a check-up of attendance at convention committee meetings of the host club was kept with most satisfactory results. It may also be interesting for you to know that notwithstanding the fact that from February to June of that year a host

club convention committee of some sort met practically every business day except Saturdays, the weekly club meetings showed a higher average attendance than the meetings either the year before or the year after. Why was this? My answer is that the frequent committee meetings increased tremendously the fellowship of the club and that the increased acquaintanceship and friendship produced a desire to attend the regular weekly meetings. I have observed the same situation in connection with some of the standing committees of our club. The program committee is one that meets regularly each week but an examination of the results shows that the members of that committee are among the best attenders at the regular weekly meeting. The strict enforcement of the attendance rule forces the new, shy, retiring, and busy members to attend and almost before they know it, those same members have entered into the fellowship of the club and they come regularly and regardless of the attendance rule. Take away compulsory attendance and those men would never get started. They would never form the attendance habit which as President Harry Rogers has said, should be the objective of every Rotarian.

SIDNEY B. McMICHAEL.

Toronto, Ontario.

My Back-Yard Fence

I NEEDED a new back-yard fence. So I ordered some four-by-fours, some two-by-fours, some one-by-twelves, and some nails.

When this material was delivered I went out to the back-yard to look it over. The question occurred to me: "Of what value are these boards without being nailed together?" I asked my wife the question: "Of what use is any one of those boards without attaching it to others?" She thought a moment and then replied: "To be chopped up for kindling."

I tried long and hard to think of any other use to which those pieces of lumber could be put, without fastening them together, but I failed. They must be nailed together to be of any great value. So men in a community are of little value if they will not work with others,—if they refuse to be joined by the nails of co-operation. Just as the value of those boards comes from being nailed together to form the fence, so the worth of every individual in the community is enhanced by striving for the common good or the community welfare.

To make that fence of any value the posts had to be firmly set in the ground. Any structure must have its sure foundation. So community spirit, which is nothing more nor less than a

desire to co-operate for the general good must be firmly grounded in love of city, appreciation of its resources, and a belief in its future.

In building that fence, I found some boards that could not be used. The first one was a crooked board. I tried it in several places but it would not fit. It was too crooked. It was not true. Its edges were not straight and it was warped all out of shape. It would not fit any thing that was straight, or plumb, or on the level. It must be chopped up for kindling. So some men in a community are like that crooked board. They are not straight. They are not true. They are useless in community building because the nails of co-operation can not join them to any thing that is straight, or plumb, or on the level.

The second board that proved useless to me in building that fence was one that was too short. Now a board that is too long can be sawed off the right length, but one that is too short cannot be lengthened. So there are sometimes men in a community that are short. They are short in friendliness; they are short in sympathy; they are short in the spirit of co-operation. If men are long in the good qualities of community spirit, we can use what we need; but if they are short, they are hopeless.

A third board which was later added to my kindling pile attracted my attention when I picked it up because it was so light. Upon examining it, I found it all full of holes. It had been eaten through and through by worms. Its fibre was so eaten away and weakened, that I knew it could not be used in the fence. It would not hold the nails which must be used to fasten it to the other timbers. There are sometimes men in the community that resemble that board. Their manly fibre is so eaten away and destroyed by the worms of greed and selfishness that they will not hold the nails of co-operation. In community building, they find their way to the discarded timber because of their weakness.

The fourth board was too full of knots to be used. When I picked it up a large knot on one side fell out leaving a hole almost big enough for a cat to crawl through. This board had knots exactly where I needed to drive the nails to fasten it into place. Even if I could have found room among the knots to drive the nails, the board was so weakened by all its knots that it would have broken under the least strain and would then have to be replaced. I threw it aside, and its many knots will help to kindle a cheery fire in our fireplace some cool morning this winter. Yes, every city has its knotty men. Their "knots" expose themselves whenever an important piece of work is to be done.

(Continued on page 63)

Unusual Stories of Unusual Men

Captain Hans Doxrud—He has saved 400 lives at sea

By Charles St. John

SOME time in the career of every normal boy—and some abnormal ones too—comes the decision to be a hero. This modest resolve is usually accomplished by a private rehearsal behind the barn, by visions of a gorgeous banquet, of glittering medals pinned on a swelling chest, and not infrequently the girl who happens to be adored at the moment figures in the list of those saved from fire, flood, and villany. Somehow I do not think that Hans Doxrud ever rehearsed.

Because this particular section of the magazine serves largely as an inspiration to boys—and larger boys—it is well that it should occasionally deal with heroes, and perhaps help readers to distinguish between various kinds of hero. A gangster can, sometimes does, accomplish heroic things, but the hero angle of criminal life has been considerably overworked while the heroism of those who simply kept on the job has suffered by comparison. Civilization always benefits by the latter kind—men who serve—and Captain Doxrud is one of them.

Youth cannot be expected to make such distinctions for itself and until youth's guardians take an intelligent stand on this hero business the elders have no legitimate complaint when a wrong conception disturbs the public peace. Who is a hero anyhow? And who is Captain Doxrud?

He is not the sort of man who looks like a matinee idol and acts like a tornado. In the course of a reporter's career I have met heroes who looked as though they were afraid of a revolving door and acted like a mimosa plant. But they were really heroes because they had wit enough to sense dangers long before the public did—and courage enough to apply prevention before sensational rescue was necessary. I think Captain Doxrud would have done just that.

Captain Hans Didrik Kjeldal Doxrud is a vice-president and director of the Norwegian-American Line Agency, Inc., which has offices at 8-10 Bridge Street, New York City. His other title is "manager, operating department" and he likes his job as only a descendant of the Vikings could. But do not go there immediately after reading Carlyle's "Heroes and Hero Worship."

If he suspects that he is to be lionized you will see nothing more than a broad back in rapid retreat.

He has a splendid physique that belies his 76 years. There is calm authority in his voice as befits one accustomed to give orders from the bridge, and his eyes are just as alert as ever. But to use his own phrase he "just kept his eyes open" and sees no reason why that should create any fuss—even if it did incidentally result in his saving four hundred lives during his long career at sea; moreover he does not intend to have any gushing over his box full of medals.

He was born in Hammerfest, Norway, on July 12, 1852, and went to sea at sixteen on the barque "Elida" of Bergen. Slowly but steadily he gained one promotion after another till by 1880 he had become a Commodore-Captain of the Red Star Line, thereby reaching the highest title of sailors in the merchant marine. Later he joined the newly formed Norwegian-American line and has been connected with it ever since.

His life-saving career began in his first year at sea, when he was doing the work of a young man though still a boy in years. His first rescue was that of a drunken man who fell overboard from the barque "Thor" then lying in Cork harbor.

His next exploit came in March, 1879, by which time he was captain of the Norwegian barque "Alert." He sighted the Italian ship "Vassalo" in distress off the Brazilian coast, rescued the nineteen of her officers and crew, but could not save the ship, which went under in two hours. In December of the same year he found the British ship "Ibis" drifting helplessly in mid-ocean with all eight of her crew delirious from yellow fever. He boarded her,



Captain Hans D. K. Doxrud is one of the least-photographed of heroes though he has many medals for rescues at sea. The picture was taken on his seventieth birthday and shows him at his desk in New York City surrounded by remembrances from friends in all parts of the world. He is a vice-president and director of the Norwegian-American Line Agency, Inc., and a member of the Rotary Club of New York City.

risked the pestilence, took the ship to England. Two years later he saved six men from a capsized fishing boat off the Norwegian coast.

In 1886, as second officer of the "Belgenland" he commanded a lifeboat that rescued the crew of eight on the American schooner "Charles E. Page."

THEN three years later—the rescue of the crew of the derelict British steamer "Don Juan." He was first officer of the "S. S. Penland" of the Red Star Line and was on duty on the bridge when at dawn on December 5th, he discovered a disabled ship near the eastern shores of the Newfoundland banks. There was a strong northwest wind with an exceedingly rough sea. They changed their course and steered for the ship which had hoisted distress signals. They launched a lifeboat with six men, of which he took command. When they approached the ship, over which waves broke continually, they found parts of the rigging sticking out in all directions which, together with

(Continued on page 43)

ROTARY CLUB ACTIVITIES

"I'll put a girdle round about the earth in forty minutes."—Midsummer Night's Dream.

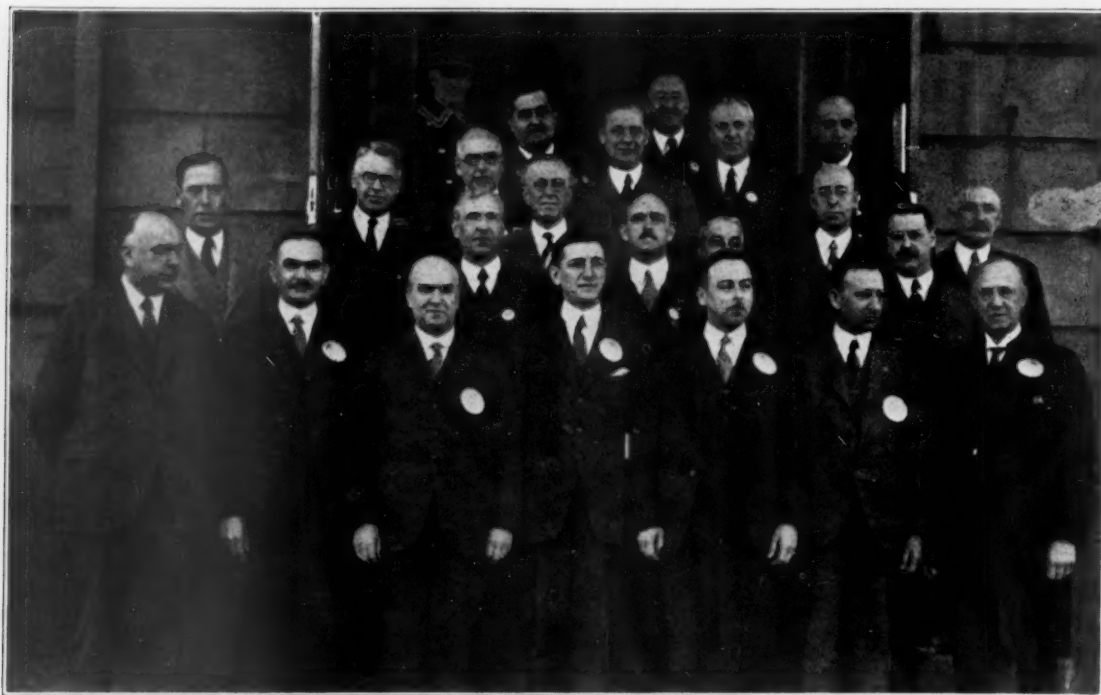


Photo: Montreal Star, Montreal

Recently the Rotary Club of Montreal invited all Rotarians who have seats in Canada's Senate and House of Commons to be guests of honor at a club luncheon. Six were able to accept but an impending division in the House of Commons prevented as many others from being present. In the front row (left to right) are: J. A. McGill of Ottawa Rotary who accompanied the party; Thomas E. Simpson, M. P., Sault Ste. Marie, Ontario; R. H. Jenkins, M. P., Charlottetown, Prince Edward Island; Felix P. Quinn, M. P., Halifax, Nova Scotia; Leon J. Ladner, M. P., Vancouver, British Columbia; Colonel Sydney S. Robinson, M. P., Walkerville, Ontario; and Robert W. Grimmer, M. P., Windsor, New Brunswick. Major Philip Curry, president of Montreal Rotary is the third man from the left in the second row, and the group includes many past presidents and club officials.

Public Lectures On Rotary

OSAKA, JAPAN.—The Rotary club of this city, feeling that the public would be interested, tried the experiment of offering public lectures on Rotary. The club rented a small hall and its president delivered the lectures. The club was gratified to have a capacity audience of about six hundred people and the lectures were most enthusiastically received.

Annual Report Shows Varied Activities

JACKSON, MISSISSIPPI.—Reports of various committees of the local Rotary club were interesting because of the range of effort revealed. The boy's work committee reported a break in the dam of the lake at the new Scout camp which will cost \$200-\$300 to repair. Several months ago Rotarians active in

Scout work purchased a tract of 150 acres in which the camp stands. The club has spent about \$7,000 on this camp which has a 10-acre lake.

A committee on student-loan funds reported that since 1923 loans totaling \$6,600 had been placed and there were now outstanding loans amounting to more than \$4,000. In aiding 52 boys and girls the club had only sustained two losses.

The committee on the Mark Hannah Memorial Ward reported that 150 children, who would otherwise have been denied hospital treatment, had been cared for since the ward was opened in January.

Suggests Elm Trees As Fire Break

MELBOURNE, AUSTRALIA. — In the course of an address dealing with forest fires, Rotarian A. O. Barrett

suggested to his fellow-members that trees of high-sap content such as the English elm might be planted in belts to stop the progress of forest fires. Australian forests contain many eucalyptus trees which are highly inflammable and the speaker estimated that a forest fire a mile and a half wide and a mile deep meant the destruction of 2,000 tons of fuel in a minute and a quarter. The elms or other fire-breaks should, he said, be planted with suitable bushes and small plants beneath them. Perhaps adaptations of this idea might be useful to other countries having experienced the heavy toll of forest fires.

Junior Symphony Orchestra Is Popular

VALLEJO, CALIFORNIA.—Perhaps the activity of Vallejo Rotary which has attracted most public favor is the sponsoring of the Rotary Little Symphony

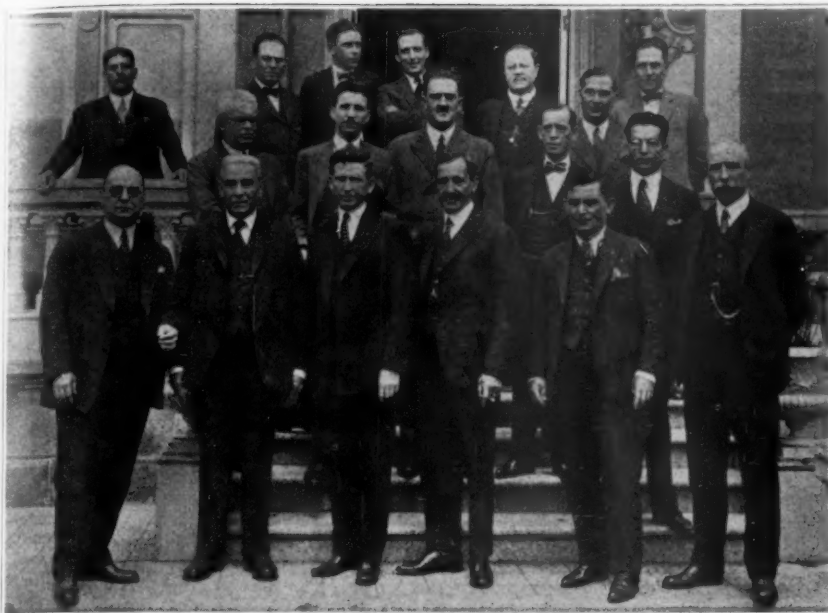


Photo: M. Gomes Miralles, San Jose

These members of the recently organized Rotary club at San Jose, Costa Rica, were photographed after a luncheon given by Rotarian Roy T. Davis, American Minister to Costa Rica. The San Jose club has decided to help a local maternity hospital, so at this and similar luncheons the members paid the regular luncheon fee and the proceeds went to the hospital. In the front row are (left to right) J. P. Arago; Felipe J. Alvarado, Vice-President of the Republic of Costa Rica and president of the Rotary club; Minister Davis (formerly of Columbia, Missouri); Roberto Brenes, club secretary; Alberto Aragon; and G. F. Bowden, club treasurer. The second man from the left in the middle row is Alfredo Sasso, vice-president of the club.

Orchestra. The musicians, who are all of high-school age, are under the direction of Rotarian Harold Fountain. The orchestra is much in demand in Vallejo and has been requested to appear in nearby cities. The young musicians appear at all Rotary functions in white uniforms furnished by the club.

Cuban President Receives Paul Harris and College Girls

HAVANA, CUBA.—By a happy coincidence Paul P. Harris arrived in Havana on the same day that the President of the Republic was to receive a party of 90 Gulf Park College girls who were touring the Caribbean under the direction of Richard G. Cox, Governor of the 17th Rotary District. Mario Nunez Mesa and District Governor Urbano Trista arranged that Paul and Mrs. Harris should be received at the palace at the same time. Rotary's President Emeritus also delivered an address at the Havana club, the speech being translated by a partner of Mario Nunez Mesa and meeting with a very enthusiastic reception.

Debate Advantages of Six Suburbs

CHICAGO, ILLINOIS.—One of the most interesting meetings held recently by Chicago Rotary featured two contests. Six of the Chicago suburbs have Rotary clubs which were invited to send two representatives each to the Chicago meeting. One representative was to

participate in the "Brown Derby" contest for the worst song-leader; the other to give a five-minute oration on the merits and demerits of his home suburb. The first contest was awarded by much popular acclaim to the Winnetka club, whose representative Lee Adams was armed with a "boombas" for his special directing of "Old MacDonald Had a Farm." To the uninitiated let us explain that a "boom-

bas" is a combination totem-pole, baton, and trap-drum!

The second contest was won by "Cy" Dennis of Evanston who won the silver cup by packing into his brief oration all the glories of that suburb from the time it was settled by John Evans till bobbed co-eds took to roller-skating.

"Doctor's Day" Attracts Local Physicians

RUSSELLVILLE, KENTUCKY. — Dr. William D. Haggard of Nashville, Tennessee, president of the Exchange club of that city, and former president of the American Medical Association was the guest of honor when Russellville Rotary celebrated "Doctor's Day." After stressing the advantages of periodic physical examinations, this famous surgeon spoke of the ethics of his profession and how these were exemplified by the family doctor.

Every member of the medical profession in the county was invited to this meeting and the response was almost unanimous. Songs written specially for the occasion were sung and the Rotarians found a new tie with these men who have joined them so wholeheartedly in their attempts to help crippled children.

How to Get Attendance In a Large Club

NEW ORLEANS, LOUISIANA.—Before this city was saved from immersion the local Rotary club held a 100 per cent meeting. This was an unusual thing for a large club so we asked "how?" The club president, Walter A. Brandao, says: "Co-operation! However, I will explain the plan we used. When we were working up the meeting our club



Here you see a section of the great demonstration staged to induce the Cuban government to construct a road uniting Cienfuegos with the rest of the Island, part of the project for a central highway. More than 30,000 people representing four towns took part in the parade which was headed by Cienfuegos Rotarians whose president, Antonio C. Asensio sponsored the movement. The Rotarians have organized a Committee of Local Defense to which belong many leading citizens, who though not Rotarians, are in sympathy with Rotary's aims.

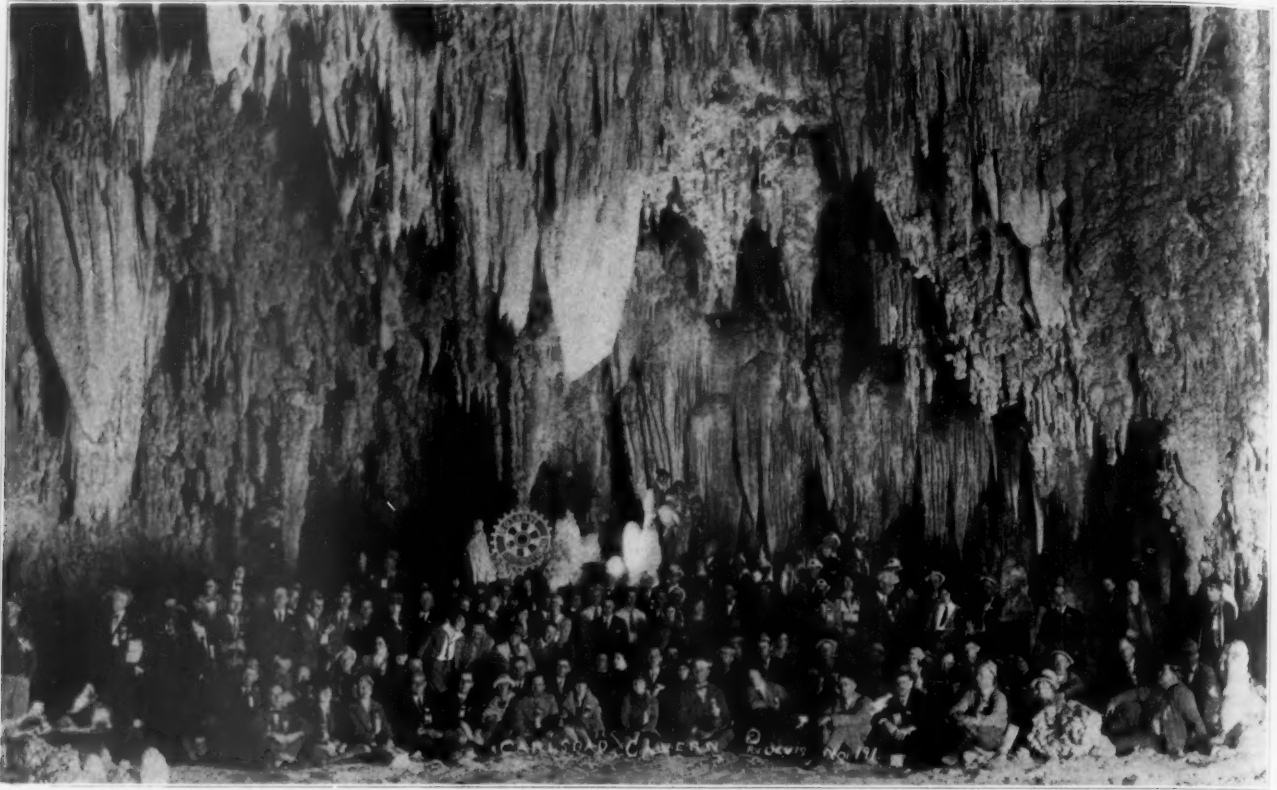


Photo: Copyrighted, 1927, by Ray V. Davis

The 42nd District Conference of Rotary was preceded by a visit to the famous Carlsbad Cavern, New Mexico. Here you see a party of 165, including approximately 120 Rotarians and Rotary Anns, in the King's Palace—one of the many vast rooms in this series of caverns which are now part of America's national park system. The picture was taken at a point approximately 700 feet below the surface level. Rotarians of 14 towns were present at the Conference, explored the immense caverns on which the U. S. government is spending \$30,000 for lighting, trails, etc.

had 162 members; eliminating the president and secretary we had four groups of forty each which we named Kenner, Algiers, Gretna, and Metairie after suburban towns of New Orleans. These groups elected officers and for the four weeks preceding March 9th functioned as separate organizations but were gathered together on our regular meeting day. Interesting stunts were put on by each group and a spirit of rivalry was engendered. To test our strength we had a pre-100 per cent meeting on March 2nd which brought out a total of 91.35 per cent attendance. The small group of absentees were looked after by the group presidents and all appeared at the next meeting."

There were several exciting incidents. For instance, one member had to be with his wife who was at the hospital—but the baby girl arrived at 11:45 and the husband was at the meeting! All the sick members managed, some with considerable hardship, to attend within the week allowed by the attendance rules.

Six Hundred Hear International President

MILWAUKEE, WISCONSIN.—Six hundred Rotarians, representing thirty clubs of the Thirteenth District, applauded the address of President Rogers who asserted his belief that

America is moving toward a high conception of her duty as a nation. He was introduced by District Governor James Crouch, and Theodore Friedlander, president of the local club, was chairman of the meeting. Music was furnished by the 60-piece orchestra of North Division High School and the quartet of Waukesha Rotary. President Rogers also presented a charter to the new Rotary club at West Allis.

Another First Prize In Float Parade

ST. PETERSBURG, FLORIDA.—The Rotary club took first prize with its float in the civic division of the annual Festival of States held here recently. The float, designed and decorated by two of the club members, was viewed by more than 300,000 people as it passed along the four-mile route.

Costs \$2.15 Per Year To Keep Elm Tree

TACOMA, WASHINGTON.—Last year the Tacoma Rotarians had 110 American elms planted in the parking spaces of their city. The trees, which were six to eight feet in height, cost \$236.36 to maintain for a year. This includes fertilizing, painting, guards, signs, maintenance, etc. The rate is less than the individual tree lover would have to pay—and uniform appearance is assured when trees are planted in quantities.

Some difficulty was experienced in getting the trees watered during the summer because of the red tape to be cut before the city would supply water and a wagon. All the trees were alive and thriving when the planting committee made its report.

Delay Charter Presentation Till Shad Season

SAYBROOK, CONNECTICUT.—What whitebait are to London aldermen, shad apparently are to Saybrook Rotarians. The Rotarians voted to defer their charter meeting till the month of May when good weather, settled roads, and shad fishing would all be obtainable at once. Then the club will have a shad dinner at the mouth of the Connecticut River where, local fishermen assert, fish become most edible.

More than that—it is hoped that the genial Irvin S. Cobb will be toastmaster at the dinner in which case the 350 diners who are expected to attend will hear stories that are not all fish stories.

Special Prizes For Ladies Night

WASHINGTON, D. C.—Nearly 300 persons attended the annual Ladies Night celebration of the local Rotary club. Nothing serious was granted a place on the program and there was no head table. Music, entertainment, dancing

(Continued on page 50)

ON TO OSTEND

Bon Voyage *and* God-Speed!

Happy days to Rotary's Ostend Contingent, enroute to attend the 18th Annual Convention of Rotary International.

We are proud, indeed, to have been selected as the official carriers for Rotary on this important occasion. We esteem it no small honor to have been permitted to supply the fleet that takes Rotarians over the sea on this mission of international good-will. This expression of confidence, by an organization of the discrimination and high ideals of Service for which Rotary is famous, is a gratifying tribute to the Cunard and Anchor Lines.

There can be no doubt of the complete success of your expedition in Europe. As for the trans-Atlantic journey, we know you will find it a series of delightful experiences.

Yes, we are proud to be associated with you in this splendid work of promoting amity among Nations, and of extending the Rotary idea beyond the seas.

CUNARD and ANCHOR LINES



1840 · EIGHTY · SEVEN · YEARS · OF · SERVICE · 1927

"BREAD At Its Best!"

BREAD at its best, that's what every family wants to serve on its table, every meal, every day.

Never was the bread quality of the country so uniformly good as it is today.

More than ninety wholesale bread bakers cooperating for mutual benefit and in the public service, through their own organization, the Quality Bakers of America, represent one of the forces at work in the industry to produce even better, even more uniformly good bread.

That's why they maintain national headquarters in New York City and employ a staff of experts in all departments of the business, including a field force of specialists to travel from bakery to bakery! Also that is why the trade-mark insignia of the organization on a bread wrapper is a symbol of bread excellence and a guarantee of bread goodness.

EXECUTIVE COMMITTEE QUALITY BAKERS OF AMERICA

469 Fifth Avenue, New York City



"Better Bread Benefits Everyone"

"The Father of Them All"
EDDY REFRIGERATORS
ESTABLISHED IN 1847
Manufactured by
D. EDDY & SONS COMPANY
BOSTON 22, MASS., U. S. A.

OBSTACLE GOLF

It's Golf Time all the Time with an Obstacle Golf set.

Mfd. by

The Mason Mfg. Co., South Paris, Me.
Write for information

Small-Town Personnel

(Continued from page 10)

but it does not lend itself to the regular Sunday morning perusal of the "funnies" like a steam-heated flat. When, however, the American small town offers the good position or the individual business with a liberal income; a home with unit heat, sunny rooms, automatic hot water, interior decorating and fine arts; municipal schools up to college entrance, sidewalks and streets, sewers, regularly tested water, electric lights, motorized fire equipment and concrete bathing-pool; religion as you will, conscious civic art, culture, telephone, individual transportation, snow removal from paved roads, radio and book-of-the-month by mail, or what have you? then it is illogical not to develop with these loosely detailed advantages a type of American broader than his city fellow and just as witty and modern and progressive.

And what of his thinking processes? Well, it is inspiring to note that the wide country expresses its own thought by its votes—be it right or wrong—and not that of the sheep-herder in the large city. Vire lost nearly all of Pennsylvania geographically.

If the recent advancement of American small towns could become universally known, one feels certain that even New York City would be fighting to hold her population. Attraction has already set in. The movement may soon develop glacier characteristics.

This brief article cannot be all inclusive. Let's compromise by using a fact incident which is highly illustrative of a major swing and a possible guidepost to the probable future.

The national government favors combination of many unprotected railroad units into a few large systems. Such a statement is largely a matter of so many words to the average city dweller. Abstractly, he appreciates that the facility, dependability, and economy of shipping are involved. If he has any interest in the matter at all—of course I am not speaking of our Garys and our Fords—his interest is almost purely academic. The small-town man, however, is intensely interested and largely from private considerations. He may be a merchant who would have saved many freight dollars last year if his stocks could have been routed to him more directly. He may be a manufacturer who could not ship into New England a few years ago because of an embargo at Albany. His town may be a resort which has never been advertised widely by the policy of his railroad and which will undoubtedly be

promoted by a big system to increase passenger traffic. Or, as in the case of one location in which I am interested, the Erie may be obliged to make connection with the Nickle Plate by the construction of a new line from Lake Erie to this town.

These modern small towns, aided by shipping facilities which will be created by major transportation systems and hard roads for truck and trailer trains, are almost certain to cause a wide relocation of city factories. Under the conditions which prevailed in an America of less-modern small towns, thousands of manufacturing plants, starting modestly in a room or two in a congested city district, have grown to occupy one or more lofts at tremendous rental charges. In the past they have been obliged to retain their present locations by labor supply and accessibility to markets. But labor can now be attracted to the modern small town and is much better satisfied there and less exposed to agitation; all the comforts of the city, in fact, greater comforts, are in the small town; all the advantages of the city are there; the automobile, dancing-hall, golf-course, swimming-pool, and movie provide recreation. A railroad siding is more possible. For factories with less than carload shipping, a few minutes receives or ships at the small-town depot whereas hours of waiting in line are required in the congested city with its tremendous aggregate of less than carload freight.

IF these important considerations are not convincing, they are being noted, at least. Meanwhile, there seems to be no doubt that within a comparatively short time, capital investment will force the re-location of thousands of loft factories, and some others, in American small towns. It would be difficult to find the small community so unprogressive as to be unwilling to make a gift of land and siding to any factory which will locate its established business within its boundaries. Loft rentals bulked together for a period of twenty years will come close to constructing any necessary plant for the present and the twenty-year future. Every business man knows that amortization, although a mysterious sounding word, expresses a very simple and sound principle. He is investigating its possible application to his own business. I believe that sincerely. The belief lends sense and understanding to a recent article in the leading Wall Street newspaper reporting a decrease in New York state in number of factories, employed labor,

and volume of manufactured products. Unfortunately, the article did not give separate figures for New York City. If I find these published, I am prepared for a big decrease in the congested metropolis and an increase in the state outside.

These are some of the conditions and trends surrounding small town personnel of today. And mass psychology is having its effect.

Recently I made a preliminary survey of one town of slightly less than two thousand population for the information of a district governor of a service club. Thirty classifications to be filled with interesting and constructive men were easily established. The superficial conjecture might be that they were all closely related to merchandising, farming, and milling; one remembers from his boyhood, possibly, or from what he has soaked up, that small towns have private bankers, general stores, a druggist-doctor, saw-mills, tanneries, and creameries, and all for local markets.

But this town had seven full-time bankers, all of them connected with National banks, members of the Federal reserve system. It had fully a dozen men of the manufacturing classification, who are concerned with raw products in car-load lots, selecting national and export mediums, floating stock issues and shipping to wide markets. There were three doctors, all of them surgeons; two dentists, one of them making removable bridge work and X-rays. Out of nearly thirty stores, only three carried a general stock, the others filling strict classifications; distribution of electric current over wide areas and into rural districts had brought in public-service officials; there were resident traveling salesmen, many auto dealers, some advertising men, a few moving-picture exhibitors. Lack of space prohibits the complete recital.

General discoveries are probably more interesting.

In the day of the one-horse shay, American small towns had remarkably few college-trained men other than the minister and the doctor. But there are many today.

Formerly, all small-town men went to the big cities if they could make the grade. But now the procession has somewhat reversed itself, which is not to say that the genius of the future will not continue to operate from headquarters. In the survey which I made, nearly all of the factory executives and many of the commercial men had come to the small town from the city, drawn by business opportunities or for other reasons. Notable was the case of a hotel man who had been an important department head and buyer for a giant wholesale house before migrating inland. A shoe-dealer had worked for

a dozen years in large city shops. The moving-picture exhibitors had been salesmen for a city picture exchange and managers of houses in larger centers. These are only a few of the classifications represented by men who had recognized changing conditions in small towns and the rewards therein for aggressive policy.

EXPERIENCE stories promised many interesting meetings for this prospective service club. If a certain small-town man accepted membership he could approach the problems of life from the mind of an expert on golf courses; he had traveled from coast to coast and from the Gulf clear up into Canada inspecting courses and bringing back their best architecture and ideas to incorporate into his own. Another man had given a lifetime to the study of fire insurance and its development, had become a traveling official, was living in the small town because he liked it better than most places he had been. A third prospective member was an expert in the field of ceramics, had visited the best potteries of the Old Country and the Far East, and was building a considerable reputation in his chosen field. A fourth prospect, now a manufacturer of concrete machinery, had formerly been a mover of large buildings in big cities. The past of corsets, though not the future, was an open book to another factory man; a sixth was of foreign birth, had written a dozen volumes and was recognized as a former student at notable European universities. And an interesting merchant did not settle down in this small town until after twenty or more years in large resort hotels, north, east, south and west. Nor were these all. A modern magazine, printing experience stories, might have camped in this one small town and been supplied with material for many issues.

This is not establishing my thesis of the psychology of environment, however, unless the native-born small-town man can be included. Except in the matter of figures—not forms—and preferences, I do not think there is any great difference between the native small-town man and the city man. That is, as far as ability and resourcefulness are concerned. With this reservation, of course, that if it were possible to find a big-city man and a small-town man with exactly the same ability and working in exactly the same vocation, the small-town man would have far the better of it all through life—and possibly thereafter.

In the matter of personal preferences, there is undoubtedly a wide difference. I am talking now about preferences, and not personality. The rush



Here comes the bride

very often means—"There goes my file clerk."

Could a strange clerk enter your filing department and find important papers instantly, as it is very often necessary to do? Would she be handicapped with bulging flat folders, with their hidden indexes and disarranged papers?

There is only one remedy for an overloaded folder and that is a



They always stand upright in the filing cabinet, with the index tabs in plain view. The bellows-like expansion cares equally well for the minimum and the maximum number of letters. Made of "Paperoid," the pure red-rope stock, to outlast twenty ordinary flat folders.

Prepare for mid-year transfer time. Send coupon for sample file pocket. No charge or obligation.

-----CUT HERE-----

Please send me for trial in my files a free sample of Bushnell's Paperoid "VERTEX" File Pocket, as described in June Rotarian.

Name of Firm.....

Address.....

Name and Position of Person Inquiring..

Letter Size or Legal Sizes Desired?.....

To ALVAH BUSHNELL CO., Dept. A
925 Filbert Street Philadelphia, Pa.

Good Will Builders

Taylor Desk Thermometer used by THE ROTARIAN as a good will builder.



YOU business men appreciate the value of good will in business. You like the friendly remembrances of others. Use Taylor thermometers to cultivate this feeling for your own business.

Taylor Advertising Thermometers combine many features essential to "good will" gifts. They are as inexpensive or as costly as you choose. Made in many styles and for many uses. Always of interest, reminding the recipient of you many times each day. They are kept for years. (Have you ever thrown away a thermometer?)

While business may drag during the hot months, interest in the thermometer increases. Make every glance a reminder of you. Or order now for holiday time and be sure of having dignified, long lasting gifts to send to your customers. Write today for prices, styles, etc.

Taylor Bros. Division
Taylor Instrument Companies

Rochester, N. Y., U. S. A.

Canadian Plant
Tycoo Building
Toronto

Manufacturing Distributors
in Great Britain
Short & Mason, Ltd., London

DO YOU READ ITALIAN?

If you do, you may be interested in

REALTÀ

Rivista Rotariana

Direttore: Sen. Giuseppe Bevilacqua

This is a new magazine published by the Rotarians of Italy, in order to have a medium in which to print the splendid papers which are being read before the Italian Rotary clubs—on economics, history, science, industries, Rotary, etc. It is published on the first of each month. The annual subscription price, outside of Italy, is £1 Sterling, or \$5.00 United States currency. Address:

Spett. Amministrazione di "Realta"
Piazza Paola Ferrari, 8, Milano, Italy

of the subway, the momentum of surroundings is not necessary to the small-town man to make him speed up as required. He revolts at the psychology of the city. On the other hand, the city man revolts at the chores of carrying out the furnace ashes, of shoveling sidewalks, of the details in contracting to have the house painted, and so on.

Natural initiative and resourcefulness, and running one's own business rather than the other fellow's, are absolutely necessary to business success. Give these two qualities a background, which makes knowledge and experience automatic, and the result is positive. The result is a successful business man. That can be the only result.

Small-town business men are quite likely to be in business for themselves. This proves the possession of initiative. Most of them remain in business for themselves. They are, therefore, resourceful, a quality which also dictates their personal habits.

Knowledge and experience are automatic because of the close contacts of the small-town field. The individual

personally handles or supervises all departments of his business. He is constantly watching production, sales, credits, personnel, and investments. He does his own banking, arranges his own borrowing and pays off his own notes. He must know his costs and this requires him to deal with the great subjects of profit margins and competition. Insurance, overhead, losses, advertising, inventories, and markets for material all come to his personal decision. That is why a man who can remain successfully in business in a small town soon begins to know something of all the fundamental rules of business. This holds true whether he is a manufacturer, merchant, publisher, service man, hotel keeper or banker.

Today, this rube of yesterday is likely to put a map of New York City on his desk. "There are six million human beings in that hick town," he says. "They all react to the same appeal. Of course, they're wise enough not to buy lots in Central Park, but let's tell them in our advertisements that Babe Ruth uses our suspenders and in a week they'll all be doing it."

The Song

(Continued from page 17)

strong trees. I will fill your days, all days, even the old, the weary, the faded ones, with love that glows, with pain that gleams with a shining bitterness sweeter than all the world's sweetness, with joy and grief and little songs! Will you LIVE? Oh, will you live."

Finishing his song, that appealing, exulting, demanding, promising song the boy looked with eyes and heart for his answer. It came. A thin, faltering, pale hand lifted for a moment was laid feebly against the heavy walnut of the old-fashioned head-board where it shone, as she knew it would, white against the dark.

The boy went away, fearful still and yet strangely content. He came again, often. He came nightly. He never sang again but every evening he whistled very softly his tuneful Irish melody, rocking his shoulders back and forth against the iron lamp-post, holding his chin high, keeping his faithful eyes on an open window where a dark square of walnut showed. Sometimes the white flag of her answer was raised at once. Often, when she was resting, or when she was, perhaps, too desperately ill even to lift her hand he must wait for many hours before he might change his tune to "Philadelphia in the Morning" and march away, content. No matter how long the time, however,

the faithful lark waited. No matter how worn from pain or weakness, sometime in the night the eager listener answered. And never a single grown-up, sadly wise with years, seeing and hearing only with eyes and ears, knew that a message passed nightly between a coaxing whistle and a casually lifted hand.

Of course she lived. How could she help it? She was the woman not beautiful at all, not even very young, with the cheek no longer sweetly oval, the neck no longer sleriderly lovely, the eyes under which life had clearly etched its cruel lines, who had turned to find her husband, separated from her by a row or two, when the first chords of a simple Irish air were struck on the piano. And he was the man, a little heavy in figure a bit grey at the temples, a trifle lined about the firm, tender mouth—but with banners in his gallant eyes. And that great tenor who had almost emptied his heart for his listeners, putting nothing new in their souls, perhaps, yet awakening there old loves, old dreams, old sweet griefs that the years had covered with ugly pall, had worked no miracle that day greater than just the giving of a boy and girl back to each other for the space of a song.

Four Factors of Success

(Continued from page 15)

the "Zip" at Long Lake, near Flint, where he and his family and friends enjoy rare sport.

Next to boating comes the hobby of Mr. Strong for horses and perhaps the most natural one for him to ride. That hobby is natural, for he was born and brought up in a farming community.

Once every year Flint (Michigan) Rotarians are invited to Mr. Strong's summer home on Long Lake to join in a series of "stunts" and entertainment. Here his fellow club members have a great time riding in the Strong speed boat and sail boats, and otherwise sporting themselves. The proceeds from the affair are turned over by Mr. Strong to the crippled children's fund.

When the president of the Buick Motor Company was called by death, officials of General Motors Corporation looked around for a big man for a big job. They wanted a proven success, a man with ability, application, enterprise, and a desire to serve. Strong's opportunity again was at hand, and he was the unanimous choice for the place.

Soon after his selection of the post of Buick president, Mr. Strong made his first reference to himself and his career. He was speaking before the Rotary Club of Flint, and this constituted his characteristically modest talk:

"During the years it has been my privilege to enjoy the personal contact with you boys as Rotarians, I have endeavored to live and practice true Rotarian ethics in my daily business affairs; and it is to this, as much as anything, I attribute what success I may have accomplished in the business world."

Unusual Stories of Unusual Men

(Continued from page 35)

the raging sea, made it impossible to get very near the drifting ship. He manoeuvred the lifeboat as close to her stern as possible, got a line to which was fastened a life-preserver, and so the officers and crew of the "Don Juan" jumped into the water one after another and were hoisted on board the lifeboat. In this way the whole crew of nine were hauled into the boat which now held fifteen. But when the lifeboat was launched from the "S. S. Pennland" it was already damaged and on the return trip it kept filling. By the time the crew was transferred to the "Pennland" the lifeboat was found to be so badly pounded that it was not even worth taking aboard again—so was allowed to drift. For this rescue

every member of the lifeboat crew received the British Government's Silver Rescue Medal and Hans Doxrud received Queen Victoria's Medal in gold.

In 1892 he led another dangerous rescue, when the "King Oscar II," of Skien, Norway, was in difficulties in the same banks. He was then first officer of the Red Star passenger ship "Nordland." About eight o'clock on the evening of October 28th, light signals told of a ship in distress. Steering for the signals the "Nordland's" crew discovered a sailing-ship which had lost part of her rigging. The wind was driving

every member of the lifeboat crew redown from the northwest when the "Nordland's" captain called his officers together and asked for volunteers to take to the lifeboat. From those who volunteered First Officer Doxrud selected eight unmarried men who went with him in one of the largest lifeboats. By about nine o'clock they were headed for the derelict in a sea so wild that two men had a steady job bailing out the boat. Hundreds of planks were drifting around the damaged ship and the waves breaking constantly over the deck had forced the crew to take refuge

Pick Your Customers out of The Crowd



ARE you attempting "mass selling" and "mass advertising" when your problem really is one of "selective selling" and "selective advertising?"

Business firms that are making the most progress today are the ones that are analyzing and studying their organization to find new opportunities to build business. They realize the value of retaining the good will of old customers. They are studying means of reviving dormant accounts. They are digging into immediate means of holding and strengthening their place in business.

There never was a time when business executives will be so richly rewarded for extra effort and real thought put into their business as right now.

Right here is where *Remembrance Advertising* helps. It is **SELECTIVE** advertising that enables you to go right to the people you want to sell—it is a definite help in solving your advertising and sales problems.

We have prepared a very attractive, interesting and easy-to-read booklet called "*Strengthening Your Advertising*." It is packed full of intensely practical suggestions and ideas for building business. We want every executive who is responsible for the advertising and selling policies of his organization to have a copy.

A request on your business letterhead will bring your copy to you.

BROWN & BIGELOW

Remembrance Advertising

ST. PAUL, MINNESOTA, U. S. A.

SAULT STE. MARIE, CANADA : HAVANA, CUBA : MEXICO CITY, MEXICO

Sales Offices in All Principal Cities



"Stronger, Clearer, Better BINOCULARS



than those costing double," I. F. D.,
Annapolis, Md.

"Didn't need 10 days—10 minutes
was enough," L. H. K. Katsopol,
Montana.

8 POWER PRISMS

IMPORTED.
French and Ger-
man makes: 8-
POWER magnifi-
cation, genuine
prisms, famous
PREMIER E. H. E.
QUALITY, brilli-
ant illumination,
exquisite defini-
tion, WIDER field
of vision, individ-
ual eye-strength
and width adjust-
ments. Leather
case, neck and
shoulder straps.

Tested by the
GOVERNMENT

TESTED BY BUREAU OF STANDARDS AT WASHINGTON.
SEE MILES AWAY! Conquer distance! Bring people, ships,
game, scenes right to your (ear). Explore vistas of nature! Double
the thrill of dashing sports! You'll find these Binoculars a never-end-
ing pleasure—a life time treasure! Usually sell from \$40.00 to \$60.00.
As importers, selling "Direct-by-Mail," our price represents BIG
savings. We are selling thousands to Army, Navy Officers, Explorers,
Motorists, Tourists, Yachtmen, Big Game Hunters, Globe-Trotters,
Naturalists, Men and Women all over the World at this Bargain Price. **\$23.50**

10 Days' Trial ABSOLUTELY FREE!

Our Plan
is Different!

It is arousing nation-wide in-
terest. We ask for NO Money in
advance! NOTHING on Deliv-
ery! BINOCULARS are sent to
responsible persons for 10 Days'
Trial ABSOLUTELY FREE!

If pleased you may pay on Budget Plan:

\$5.00 MONTHLY

\$21.75

or if you prefer to pay cash at end of 10 DAYS,
deduct \$1.75 and send Check or Money Order
for \$21.75 in FULL SETTLEMENT. Otherwise, return them.
Order NOW! at this Special Price! SEND NO MONEY! PAY
NOTHING ON DELIVERY.

SEAEVER-WILLIAMS CO.

Importers, Exporters, International Mail-Order House
"Generators of Honorable Dealings"

365 Washington Street, Boston, Mass.
Largest Retailers of Binoculars in the World

GENTLEMEN—Send me the 8-POWER BINOCULARS for 10
days' FREE Trial on your "NO Money Down—NO Money in
Advance" Plan.

Name.....

Address.....

Clip and mail this Ad. NOW! If a new customer, please tell
us something about yourself. We will appreciate and respect
the information. THANK YOU! ROTARIAN-6-27

DECORATIONS

WE can furnish
all kinds of Ro-
tary Decorations suit-
able for conferences.
Write for our FREE
catalog of emblems,
flags, banners, pen-
nants, arm bands, hat
bands, and souvenirs.

Geo. E. Fern
1252 ELM STREET
Cincinnati, Ohio

HEADWEAR -- FEZZES -- HATS

Banners, Badges,
Arm Bands, etc.

Last Call
Before Your
Convention.
Send your or-
ders NOW!

Write for
Catalog "R"

M. HEFTER'S SONS 150 Lawrence St.
Brooklyn, N. Y.



on the roof of the aft cabin. Since it was impossible to get very close the rescuers tried the same manoeuvre used in saving the "Don Juan," getting as close to the stern of the derelict as possible and keeping the bow of the lifeboat against the swell. Four men tugged at the oars, two bailed, and two watched the life-line with its attached life-belt. After many attempts the line was on board and one by one the fourteen men of the crew were taken off. But the risk was not over yet.

With twenty-three men in the boat it was necessary for some to lie in the bottom of the boat so as to give ballast. When the lifeboat crew fought their way back to their ship at one in the morning the captain of the "King Oscar II" told how his deck cargo of lumber had gone overboard—and the rigging after it. With a leak in the stern and the ship fast filling the crew had seen three ships pass them without noting their signals. It was only a question of time before the "King Oscar II" went to pieces. For this rescue the lifeboat crew were each awarded the silver medal of the Norwegian government and First Officer Doxrud received the gold medal for "noble deed."

"There were others, of course," he finally admits, "these just happened to get into the papers. In the days before wireless many rescues were made which never reached the public prints."

There were other medals, too—in the cigar box where he keeps them are the beautiful (Norwegian) St. Olav's Order; the (Belgian) Order of Leopold and two gold watches. One of these was personally presented to him by President McKinley after his rescue of two American schooner crews and he values it highly for its association. The other watch was given by the Quebec Steamship Agency after he had saved 52 passengers from one of their ships which was afire.

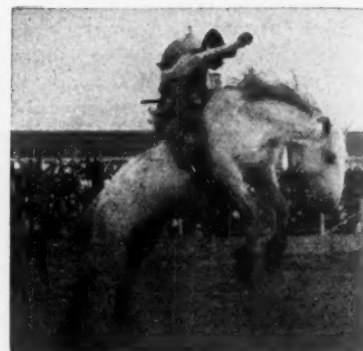
He has only been to his native city twice since he took to the sea. The first time he was twenty-eight years old, captain of the small steamer "Plover." The next time he was seventy-two—which makes the date about 1924. He had probably left active service by then—but he follows the sea as an executive—and follows it steadily.

"There will be air lines to Europe before many years," he asserts, "but the ocean ships will never pass. There are many who will want the rest and recreation of six or seven days on the ocean. There is nothing like it."

He might have added—only he would not—that it is largely so because of men who keep their eyes open. Whatever the future may bring there will always be a place for such men whose heroism is part of their day's work; whose lives offer a clear-cut example for the boy who feels the heroic urge.

CALGARY Exhibition and Stampede

JULY 11-16, 1927



INTERNATIONALLY known as the most instructive and thrilling celebration anywhere—held in its natural environment. Devoid of sham, rehearsal, exaggeration or affectation. Featuring a Nation's resources and high quality live-stock; a stampede parade; the Stampede where champions in cowboy sports are crowned; Western morning street display; running races, Indian races; western camp, including Indians, Royal Canadian Mounted Police, Hudson's Bay Log Trading Post, Old Timers Truck Wagon outfits, etc.

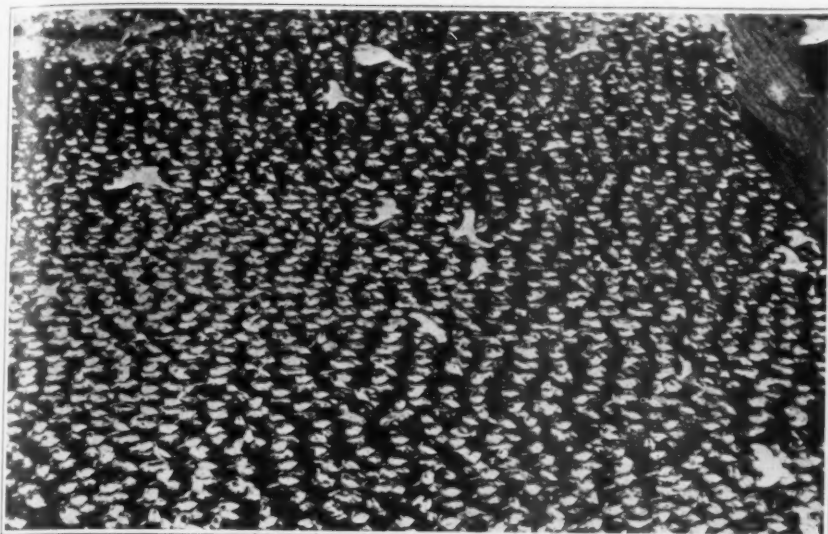
The cowboy's and old timer's ball; vaudeville; Australian National Band. Grand novelty review and fireworks.

Reduced passenger fares from Saskatchewon, Alberta and British Columbia mainland points, and tourists rates from everywhere to Calgary and Banff. Accommodation in hotels and rooms may be booked through Dan F. Whitney, President, Hotel Association, Calgary.

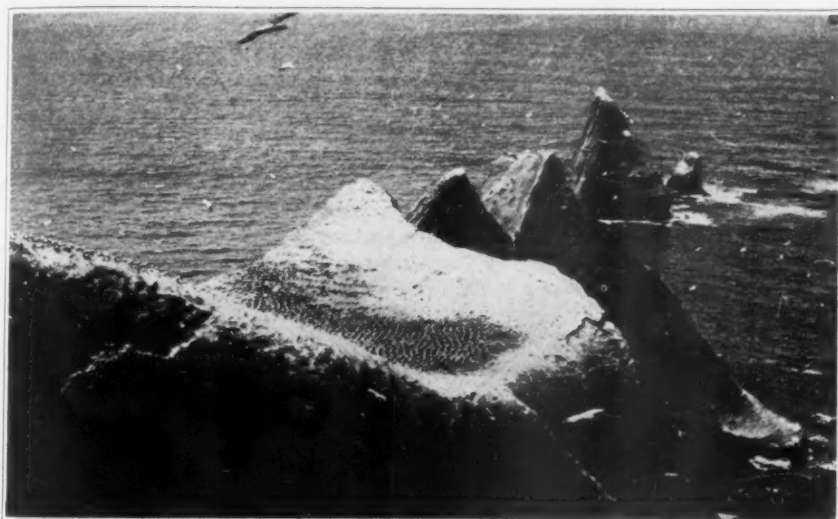
Visit Banff and Lake Louise—gems of the Canadian Rockies

N. J. Christie, President
Guy Weadick, Stampede Manager
E. L. Richardson, General Manager

CALGARY
ALBERTA, CANADA



A "close-up" of the spot shown below.



"The Point"—Cape Kidnappers.

Kidnappers and Gannets

(Continued from page 27)

push their way through the down and at seven weeks the chick has a handsome speckled coat.

The whole nesting-ground is full of activity, the gannets going and coming, feeding their young and exercising.

The gannet is indeed a handsome bird, with its pure white plumage, its dark wing and tail feathers, and buff-colored head. The gannet is not a sea-gull but of the order of the pelican and the shag. This gannet, *Sula Serrator* is allied to *Sula Capensis* of South Africa and *Sula Bassana* of Great Britain, and also to the boobies of the tropics.

The Cape Kidnappers nesting-ground is the only place in the world where the gannets nest on the mainland, all

others are on islands and difficult of access. These gannets are favored with protection and their home has been created a bird sanctuary.

And now our party must return the way it came. We bid farewell to the birds as we pause on the hilltop for one last look ere we scramble down the track. We pass beneath the great cliffs in the cool of the evening and as the sun sinks behind the Ruahine Ranges we realize the more, that those who love nature have a greater happiness. They enrich their lives by inquiring into the most beautiful, most wonderful things that nature holds for their pleasure. The rarest opportunities, the keenest delights, are for those who love the birds and trees and flowers and the mysteries of the great out-of-doors.

The END of a perfect day

A good car,
good roads, and—
a good hotel.

After miles and miles of driving, the weary motorist craves appetizing food and sound sleep in attractive surroundings. Make your summer tour a succession of perfect days by including any of the following stop-overs in your itinerary. Each of these fine hotels specializes in hospitable service to the motorist at moderate rates.

✓check

- ☐ The ROOSEVELT New York City
- ☐ The BENJAMIN FRANKLIN Philadelphia
- ☐ The OLYMPIC Seattle, Wash.
- ☐ The BANCROFT Worcester, Mass.
- ☐ The ROBERT TREAT Newark, N. J.
- ☐ The ALEXANDER HAMILTON Paterson, N. J.
- ☐ The STACY-TRENT Trenton, N. J.
- ☐ The PENN-HARRIS Harrisburg, Pa.
- ☐ The TEN EYCK Albany, N. Y.
- ☐ The UTICA Utica, N. Y.
- ☐ The ONONDAGA Syracuse, N. Y.
- ☐ The ROCHESTER Rochester, N. Y.
- ☐ The SENECA " "
- ☐ The NIAGARA Niagara Falls, N. Y.
- ☐ The LAWRENCE Erie, Pa.
- ☐ The PORTAGE Akron, Ohio
- ☐ The DURANT Flint, Michigan
- ☐ The PRESIDENT Kansas City, Mo.

IN CANADA

- ☐ The MOUNT ROYAL Montreal
- ☐ KING EDWARD HOTEL Toronto
- ☐ ROYAL CONNAUGHT Hamilton
- ☐ The CLIFTON Niagara Falls
- ☐ The PRINCE EDWARD Windsor
- ☐ The ADMIRAL BEATTY St. John, N. B.


UNITED HOTELS
COMPANY OF AMERICA

Executive Offices

25 West 45th St., N. Y.

Affiliated AMERICAN HOTELS CORP.

Affiliated Abroad: Important Hotels of U. N. I. T. I. Hotel System and Other Select Hotels; and, in the Orient, with the Japan Hotel Association, Tokio, Japan. *United Travel and Hotel Bureau:* European Headquarters—Paris, 6 Rue Caumartin; London, 7 St. James's Street, S. W. 1.



The Boy in the House

(Continued from page 23)

ness day of the past year with your disposition ruined by the nightmare and a grouch that could have been seen all the way across the room, if you had been made to sleep under that picture. Just imagine Billie having a good night's sleep, with pleasant dreams, and rising happy in the morning, with that hideous thing hanging over his head, and looking sternly down upon him.

If any room in the house is to have good pictures, let that room be Billie's. Not cheap prints, but good reproductions of masterpieces that Billy himself selects. Not a copy of "Sir Galahad," for Billie's happiness and usefulness in society will depend upon his learning very early in life how to live amicably with others, not upon his going off on some lone pilgrimage to find an ideal. Later on, Billy will be ready to hear the story of how Sir Galahad had "the strength of ten because his heart is pure," but don't crowd the matter. Pal with him and watch him closely and when you see an interrogation point beginning to form, give him the picture and tell him the story of Sir Galahad. That is the time to answer the question he hesitates to ask. The picture will be a starting point and thereafter every time he sees it he will be reminded of the things you had to say about his relations to others and the benefits that come from clean living.

Having given Billie a room, let him understand that it is his room and that he must keep it in order. If you can afford it, give him a room besides his bedroom, one into which he can take anything that he pleases. (You built a garage for your car!) He'll have little bits of string—red string, blue string, green string, yellow string, and red and white string, all nicely rolled up and tied together; there will be bits of red glass and blue glass and green glass; pieces of stone that sparkle with "fool's gold," a dried toad skin and a snake skin and a skeleton of a mouse half hidden in tufts of hair clinging to the dried carcass, all brought into that room by the exuberance of his pleasure in collecting, but don't touch them. They are sacred to Billie. No mother has a right to go along with a dust-pan and a brush, like a besom of destruction, and sweep away the things that belong

to her boy! Just remind your wife that as she would not think of throwing away things that belong to you (or does she?) so the sense of ownership that is being developed in Billie must be sacredly respected. Ownership and respect for the property rights of others go together. A boy will have more thought and regard for the property of others if his own property rights are respected. Talk with Billie about his collection of "relics" and have him tell you the story that lies back of that certain piece of stone in which he has found some fossil embedded. Get from him all that he knows about the bits of glass and then tell him the story of the glassmakers of yesterday and today. It is a crime to send our boys and girls out into the world with eyes that are closed and ears that are shut while they mumble over the multiplication table—"twice two make four." Let us get right on this one question—the most potent influence in the shaping of a boy's life is the influence of his home!

And now, having given Billie his room, with his own furniture and rugs and pictures, and the freedom to go and come as he pleases (remembering that this freedom does not include a night key for the front door), give Billie yourself for at least a half hour every day. If every father would devote just thirty minutes a day to his boy I believe crime would be reduced fifty per cent in the next ten years.

TO be a good citizen you will want half an hour for your daily paper. To be a good father you will want at least that much time for your boy. Set out, then, one whole hour of every twenty-four for yourself and divide it in half—30 minutes for the daily paper and 30 minutes for Billie.

In the 30 minutes set aside for Billie, find out what Billie likes and talk about those things. Build a trellis upon which Billie's thoughts shall climb until they blossom into beauty and fragrance in the clear sunshine. This is your opportunity and as you enter into it remember that children are going to have their childish arguments and their youthful quarrels, and make allowance for it. Sit down with Billie and explain to him the true value of friendship.

Explain to him that there is not a business man in town who could remain in business a week if it were not for the friendships he has made. Show him that no matter where he goes or what he may do in future years, it is going to be impossible for him to shut himself off from the world, and prove successful. He must have friends. Then, too, show him how friends can help in case of illness or accident, and how they can lend a helping hand when there is a financial barrier to be removed from the path. Also warn him against the abuse of friendship. In other words, make it plain to him that he can buy almost everything in the world worth having except love and friendship, and that once a good friend is lost, nothing can replace that which you have lost out of your life.

If the children grow up quarrelsome, they are bound to be that way on through life. If they learn in early years the true value of cultivating an agreeable disposition, they will carry that good disposition on with them in the years to come. Make Billie see that a sunny, cheerful disposition gains friends more quickly than anything else, and teach him that friendship is far better than all the money in the world.

According to an old-world story, God made only one full-statured man and he proved such a disappointment that all men since then have had to come to manhood through the gates of boyhood. If this story be true the little boy was quite right who answered the catechism question, "Who made you?" when he said, "God made me about a foot long and I made all the rest myself." Your privilege and opportunity and responsibility (and mine) is that of helping the boy in this process of making himself.

When that glorious young Carpenter from the shop at Nazareth wanted to show men how to build manhood he placed a boy in the midst of the class that had gathered for the morning lesson and centered all thought upon him. That was the "raw material." Every possibility for good and every possibility for evil were potentially present in that lad. Nothing more was ever added to, nor was anything ever taken from, the potentialities that were there then.



Crater Lake, Oregon

Rotary Turns the Corner

(Continued from page 26)

these meetings are held at luncheon time and the club meets each week. It is a rigid rule that a member missing four consecutive meetings automatically loses his membership. And as there is usually quite a waiting list of people who wish to enter a club—and a man is invited to join Rotary only after the club to which he is invited satisfies itself fully that he will make a good Rotarian—every member strives to keep his record clear of absences.

This rule of obligatory attendance has the effect of keeping Rotary out of the class of organizations that have a non-active membership. Further than that Rotary takes its name partly from the fact that the club officers must rotate. An exception is made in the case of the secretary-treasurer. But rarely is there an exception in any other office in the club.

The foregoing shows the mechanics of the organization and the organization cannot separate the mechanism with which it works from the ideal which this mechanism was created to establish as an accepted principle.

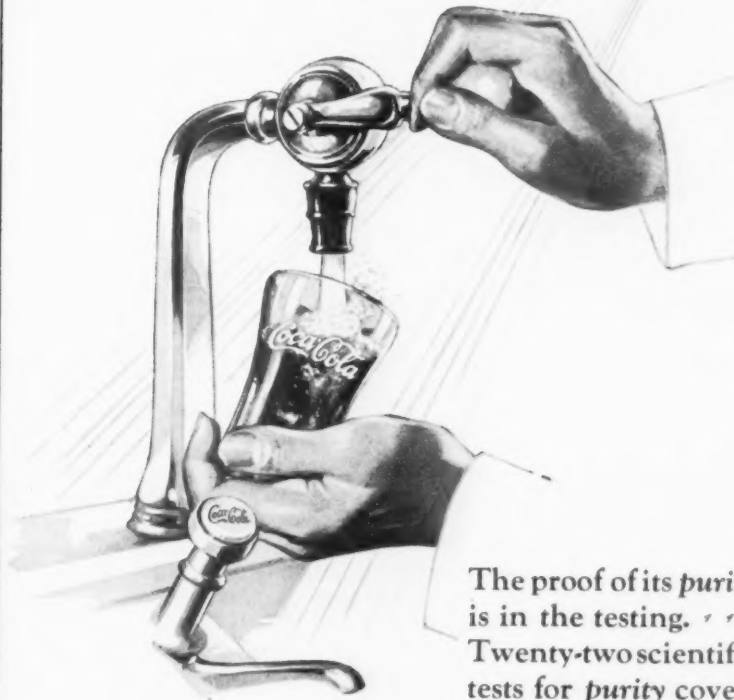
How is that principle carried into action?

In a score of ways. Rotarians can be depended upon to get behind a movement that is for the betterment of the community or the individual. So true is this that in many cities where there are Rotary clubs the statement that a man is a Rotarian makes unnecessary any further question as to his ability or willingness to serve when a committee is to be appointed for some great public movement or demonstration or to accomplish some difficult task. That, after all, definitely answers the question of how Rotary works. There are some jobs that each club does—where there exist no agencies to do them. But usually Rotary is the dynamic force that sets other organizations functioning, that uses that tremendous influence represented by separate forces of representatives of every angle of civic life of a community or country, fused to a single purpose of service for the benefit of society in general. Further than this, when this spirit of service is so used Rotary does not claim the credit of its action. In fact it is one of the fundamental rules of Rotary to claim no credit for anything.

A concrete example of one thing Rotary has done and is doing:

The Rotary Club of Blackwell, Oklahoma, U. S. A., learned that a number of boys who had been graduated from the grammar school of the city were

Pure as Sunlight



Over
7 million
a day

The proof of its purity is in the testing. . . .
Twenty-two scientific tests for purity covering every step in its preparation, safeguard this drink of natural flavors.

The Coca-Cola Co., Atlanta, Ga.

IT HAD TO BE GOOD TO GET WHERE IT IS

PATENTS
REGISTERED PATENT ATTORNEY SINCE 1905
CHARLES W. LOVETT SECURITY BLDG. LYNN MASS.
SEND FOR FREE BOOKLET

IN BELGIUM Place your interests in the hands of the well-known Steamship Forwarding Agency
ANTWERP. BRUSSELS, GHENT **ZIEGLER & CO.**

Prince George Hotel

A. M. GUTTERSON, Manager Fifth Ave. and 28th St., NEW YORK
THE HOME IN THE HEART OF THINGS in the very center of New York's business and social activities. Four blocks from Rotary Headquarters.

1000 Rooms With Bath. Single Rooms and Bath, \$3.00 and up. Double Rooms and Bath, \$4.00 and up. Parlor, Bedroom and Bath, \$5.00 and up.

not intending to go to high school. The club instituted an inquiry as to why. It talked with the parents of the boys and to the boys themselves and actually was instrumental in having conditions so changed that a very large percentage of those boys did return to school. The action of the Blackwell Rotary Club was reported in due course to the International office as a matter of routine. The International office immediately took the subject up with other clubs with the result that last year in the United States, 25,000 boys and girls who were intending to leave school for one reason or another, have been persuaded to continue. And so Rotary turns the corner of practical accomplishment.

To the men who are making Rotary so substantial an exemplification of the spirit of unselfish service to the community and to their fellow man, there has come a very wide vision of the

future. Some one has said "what need is there for a league of nations when we are making a league of men?" The potential for world peace, for world good will lies within the practical reach of mankind through these organizations.

Paul Harris, the founder of Rotary, has envisioned it thus:

"Rotary has passed its adolescent period. It is coming into its maturity as a world force. Peace and good will among nations starts with peace and good will among neighbors. Rotary is doing much to create the last condition, which, in its turn, is sure to bring about the first.

"What a wonderful goal there is before Rotary and how great is our incentive to strive to translate what seemed an altruistic dream, into a practical accomplishment! This achievement may not come in this generation, or in several generations. But each

year we have been able to look back on steady progress and each year we can turn with renewed courage, toward the great rising sun of that wonderful accomplishment whose rays are even now reflected on the horizon.

"There is no room for jealousies, suspicion, and hatreds in the heart of him who earnestly cultivates a spirit of friendliness. He who tries to find good in others will be rewarded, for others will surely find good in him. As it is with individuals, so it is also with nations.

"Rotary is not an organization for retrospection. It is one whose worth and purpose lie in future activity rather than in past performance. And so may we by endeavoring to put service to work in our own national affairs hasten that international amity which secures harmony and prosperity and happiness for all the peoples of the earth!"

One Hour and a Half

(Continued from page 31)

be allowed for. With a little time and thought spent in this way, a definite program for the year may be outlined, sufficiently flexible of course to meet changing conditions but something definite to work toward.

It should be pointed out, however, that simply appointing a committee to have charge of the program for the year does not solve the program problem or insure strong, interesting programs. It is only when the program committee functions intelligently and far enough in advance that real results are obtained. At least one club for some time appointed its committee by the year, but the method of the committee in building programs was to wait until the club assembled, look over the attendance, see what visitors were present if any, call on them, or if no visitors were present fill in the time with impromptu talks from two or three members, with the result that one prominent member asked a visitor if the matter was being properly handled and if they were getting from their Rotary meetings everything to which they were entitled. Assuredly they were not.

Impromptu speeches ordinarily are effective only in so far as they have been carefully prepared in advance, whether they be made by visitors or members of the local club. Nothing perhaps would discourage a member more than to be called on unexpectedly and be forced to make more or less of a spectacle of himself because of unpreparedness, and so discourage his at-

tendance for fear the experience would be repeated. Then too, this, even though partially successful, lowers the standard and creates a tendency to carelessness and lack of preparation on the part of those who may not be particularly glib of tongue. Few visitors attend a meeting with a burning piece of eloquence buried in their systems to launch at a moment's notice. Few crave to be offered as a sacrifice to a lazy program committee.

Altogether it was an unfair practice, and yet the club mentioned was one of the liveliest, best-spirited small clubs to be found in many a day's travel.

The advantages of a program being made well in advance and speakers notified are readily apparent. The necessary preparation is much more likely to be forthcoming so that the effort is worth while, does credit to the speaker and does not dissipate the time of the club members. A scheme of continuity can be worked out insuring uniformly high-grade programs. Climax may be obtained in building a series of programs of the same general type or on different phases of the same movement. Speakers of importance may be approached sufficiently in advance to allow them to select a date, where an invitation for the next meeting would find them unable to accept.

One very practical advantage is that it gives a program committee a good excuse for refusing to place on the program propagandists for local or outside interests. In many clubs this is a decided bane. Industrial organiza-

tions, local drive committees, and all forms of special interests are eager to appear before the Rotary club because of its influence, and more than once it has been a lifesaver to be able to state honestly that the program is made up and that much or little as we regret it it would be unfair to cut into the time of the program already arranged, or to displace it in order to allow an added "attraction."

A thoroughly justifiable question arises at once, "Where are we to get a supply of speakers to fill this more or less ambitious outline?" Throughout this discussion we are presupposing that there is no fund available to pay for speakers or for entertainment. This, of course, limits the field but may be an advantage as well as a disadvantage.

The original idea of Rotary as handed down to us was that a group of men lunched together periodically to discuss their business affairs. These men were from different lines of business or professions. The idea was not to listen to outsiders but to try and enlarge one's outlook by discussion with men in other lines and so gain a contribution from those following the different pursuits. If as stated most of the world's greatest inventions have come from men in fields foreign to that of the creation, then it was fair to suppose that the ideas of a man outside of one's own particular rut would be free from tradition and prejudice of a particular business and often times adaptable. Therein lies the most fruit-

ful source of program material in any club, namely its own membership. The smaller clubs may be forced to rely largely on local membership because their membership embraces much of the available talent of the community, but the larger clubs every once in a while swing back with renewed emphasis to the original idea of having various members talk about their own particular businesses. To me one of the most interesting talks in a Rotary meeting was a few years ago when I heard a member of a western club tell of the problems and something of the technique of the lighting-fixture business.

THERE is another advantage in using local membership, especially if they are given the proper time for preparation, in that it develops a fund of talent that otherwise might lie dormant and unknown. Possibly nothing interests a member more than to have a part and a successful part in a program, to give more than was expected of him. Possibly a great deal of emphasis should be placed upon the fact that the one thing wanted of the local member as a general rule is not an academic discussion of some topic with which he is not familiar, but that which is to him fundamental and elemental in his own trade, business or profession. It gives needed information, creates sympathy and tolerance, promotes the growth of the members and the strength of the club.

A splendid illustration of this was given a year or two ago in a certain club when a real-estate man was called upon sufficiently in advance for adequate preparation to talk about the real estate business. He very cleverly dramatized, with the aid of a telephone, a day in a real estate office, in which he showed that as a general public service agency and information bureau the modern drugstore had no advantage over the real estate office. The only service, according to this presentation, that was not rendered during the day was service in connection with real estate activities. It was probably the most talked of program of the year in that particular club.

Next there is always the outside speaker, and every town no matter how small has a considerable group of men and women who can talk interestingly and with profit to the membership. The ministers, the school men, school teachers generally, lawyers, all are available and as a rule consider it a compliment to be invited to talk to Rotary, again however, provided that they are given proper time for adequate preparation. Ordinarily they are even more willing to appear and to prepare if a topic is suggested which is of interest to the membership. Natur-

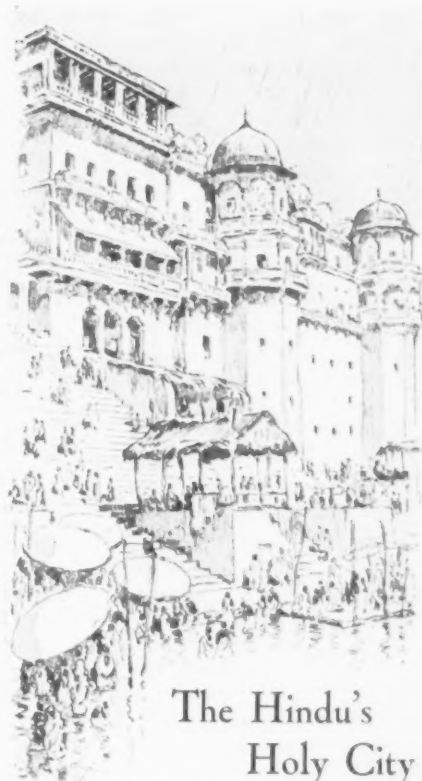
ally such assignments of topics should be made with a great deal of care and should be within the field of the speaker. It gives a splendid opportunity to learn of one's own city. Many who think they know all about their communities are taking a lot for granted.

In the small club outside speakers are not impossible even without expense. The membership usually knows of approaching visits of people of note, and by giving that information to the program committee arrangements may be made far enough in advance to secure the outside speaker. Most towns still maintain a lyceum course, and there are few lecturers or entertainers who would not try to arrange their schedules, providing their appearance comes on the day on which the club meets, to appear for half an hour before the Rotary club.

For small and large clubs alike a word should be said about the celebrity and the near-celebrity. There are two kinds of speakers in this class: one whom you go to hear as well as see, and one whom you go to see. A good deal of discrimination should be used to insure that the "lion" should be able to roar to advantage, instead of just being able to pose and growl.

In many clubs there is an unwritten rule, possibly more than that, that all partisan and controversial topics should be taboo. This is undoubtedly a wise safeguard. Probably nothing would disrupt an organization more quickly than to inject partisan politics. A certain amount of discretion may be used even here in interpreting what is or what is not a controversial topic. One club recently refused to have a discussion of the League of Nations and the World Court, classifying it under this head. If that reasoning is sound, then they certainly ought to eliminate Rotary's sixth object from the literature of Rotary International. Ordinarily in matters of general interest one does not expect to find perfect accord and unanimity of ideas, but sufficient breadth and tolerance should be maintained to make one willing to listen to information and to receive the facts. Where there is a difference of opinion it would be much better to have both sides of a subject presented by different speakers, but certainly great care should be taken not to set up a narrow, intolerant classification as to what is and what is not a controversial subject.

Rotary International has sent out many suggestions from time to time to help program-builders. Novelty features, as mentioned above, with reasonable limitation may be used to great advantage. Various ramifications of the spell-down or quiz have been found enjoyable and profitable, especially if



The Hindu's Holy City

BENARES—on the river Ganges, the principal Holy City of the Hindus. Said to have been founded about 1200 B. C.

This great, impressive city of early Buddhistic worship will be visited during our

WORLD CRUISE SUPREME

on the specially chartered Cunarder
FRANCONIA

From New York Jan. 7
to May 31, 1928

The most remarkable organized world voyage ever undertaken. The itinerary includes the French Riviera; Italy; Egypt; India; a 3,000 Mile Inland Tour to Benares, the Sacred City on the River Ganges, the magnificent Taj Mahal, Delhi, India's capital, etc.; Ceylon; Siam; China; Korea; Japan; the Philippines; Java; across the Indian Ocean to South Africa; via the South Atlantic to South America; thence returning to New York stopping at various points of interest. Send for our unique Map and the Story of the Cruise.

THOS. COOK & SON

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • ST. LOUIS
SAN FRANCISCO • LOS ANGELES • PORTLAND, ORE.
TORONTO • MONTREAL • VANCOUVER

connected with some phase of Rotary. It might be well to deliberately set aside two to four meetings a year for features of this nature, going back to the guide book if necessary for ideas.

It is evident that Rotary International is keenly interested in and realizes the importance of the weekly program. A review of the questions on which the District Governor is asked to report after his meeting with a club emphasizes this. There are no less than twelve questions which he is supposed to note carefully in his discussion with the Board of Directors as to their program. Among these are: Is the committee appointed yearly, monthly, weekly, or have they some other plan? How are programs planned—by the year, quarterly, monthly, or from week to week? What percentage of speakers are from the club's own membership? What percentage of outside speakers are Rotarians? Does the average attendance indicate an interest in the program? Evidently Rotary International is trying to emphasize the very things outlined here.

There are, of course, bound to be stock features in each Rotary program, the singing, the introduction of visiting Rotarians and guests. The singing differs largely with every club, but for the most part the introduction of visit-

ing Rotarians can be planned in advance. A smaller club introduces each individual and the President or Chairman says, "We are glad to welcome you here. We hope you will carry greetings from our club to your club." One would think that that formula had been handed down with grave penalties for variation. As a result it becomes a seemingly perfunctory form. A little variation and some more enthusiasm in many cases might be injected into this formula to advantage. The large club is different. It does not greet each individual. The Chairman says, "We regret that our program does not allow us to call upon you individually, but we want you to take the greetings from our club to your club; then, why nobody knows, the membership applauds."

The Board of Directors in Rotary has a very important function, not the least of which is to settle routine business apart and away from the weekly meetings. There are bound to be enough announcements and program preliminaries, so that ordinarily the speaker has no more time than he would like to have. Business routine should by all means be kept away from the weekly meetings, except as stated above at the open meetings which are placed on the schedule periodically for discussion "for the good of the order."

This discussion may seem to be very elemental and to deal with the obvious, but evidently there is a great deal of it, obvious as it is, which has not gained sufficient thought from a number of clubs in Rotary. The program committee looks upon its job as a chore. It is necessary to find someone to fill time, and if this to any degree is the case, in a corresponding degree the interest of the members will lag, attendance will lag with it, and the ideals of Rotary will lose force. To many members the weekly meeting is the outstanding activity of Rotary, and those members will be drawn into what may be the bigger and better influence of Rotary in so far as their interest is roused and maintained and their education along Rotary lines broadened through that weekly meeting. So there is no committee, there is no activity, there is no plank in Rotary ideals and practice that has a more important bearing on the life of the organization than the work of the program committee for the weekly meetings. In so far as this is realized and approximated, just so far and so long will it be before any considerable number of men can sit around a table and tell how they once belonged to Rotary but haven't attended a meeting in years.

Rotary Club Activities

(Continued from page 38)

and gifts were substituted for the usual speeches. The gifts—for the women only—included everything from two sacks of flour and a cook-book to silk stockings and a marketing bag in which to carry them home. Old fashioned songs were sung and waltzes were liberally mixed with the fox-trots.

Present 4-H Club With Eggs

FLORENCE, SOUTH CAROLINA.—Thirty-one settings of eggs from pure-bred fowls were presented to members of the Elim 4-H club recently. The eggs were a gift from the Rotary club of Florence whose members have done a variety of other things to improve the farming conditions of the country.

High-School Band Takes First Place

HOLDREGE, NEBRASKA.—This town has a high-school band which is sponsored by the local Rotary club. Uniforms were secured by proceeds of a home-talent minstrel show staged by the Ro-

tarians. The band has been a winner in three contests, taking second place at the Southwestern Nebraska Band meet, and at the Tri-State School Band meet at McCook; at the anniversary celebration of Station KFKX, Hastings; the Holdrege band won the trophy offered for the best juvenile band participating.

Want Reputation for Friendly City

MIAMI, FLORIDA.—Some time ago we mentioned in these columns that Clayton Sedgwick Cooper, author and past president of Miami Rotary lost his home "Sea Dreams" when the hurricane swept Miami. That home had a fine reputation for the Chinese curios it housed and for the hospitality dispensed there in an effort to make Miami Rotarians better acquainted.

When looking for a new home the Coopers (who were vacationing at the time of the storm) thought of those parties; thought of having them on a larger scale, and took a large house formerly used as a school. They had

noticed that whereas men who came to Miami were soon absorbed in business and met new friends, their wives had a more difficult time getting acquainted—which trouble sometimes resulted in the husbands leaving new positions. So a series of "friendly nights" were started. Three successive groups of Rotarians attended with their wives, each Rotarian couple bringing another couple who were not Rotarians but neighbors recently come to the city. Mrs. Cooper started a woman's club which had five hundred members in a few weeks. Presidents and secretaries of other service clubs were included in the parties of about two hundred who came for good talks, music, dancing, refreshments, and new acquaintance.

Here and there firm friendships have developed and that acquaintance which has proved good for Rotarians has proved equally good for the community. The movement has been taken up by the local Lions club and others are expected to follow suit. Already a joint meeting of all service clubs is planned for next

winter. This will probably be attended by a thousand people and will aid Miami's effort to be known as "the friendly city."

First Day Brings \$1,875 for Relief Fund

MEMPHIS, TENNESSEE.—From District Governor Akers we learn that the appeal for Red Cross relief funds brought \$1,875 from Rotary clubs within the first twenty-four hours. The Pueblo and San Francisco clubs each gave \$500; the first twelve hours brought donations of \$100 from Tucson, Trinidad, and New Castle, with smaller contributions from clubs scattered from ocean to ocean. The governor's report, dated April 28, stated that about 300 lives had been lost, 200,000 people made homeless, and incalculable damage done to Mississippi valley crops by the floods. Some twenty-five or thirty towns, many having Rotary clubs, were under two to twenty feet of water.

Boys Band Has Three Years Training

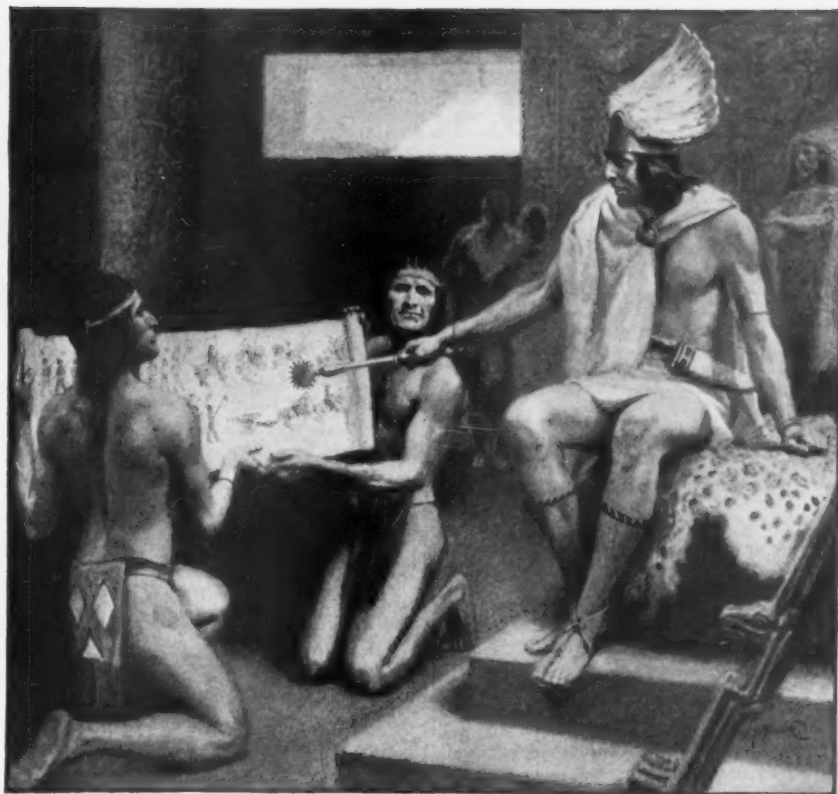
NORFOLK, VIRGINIA.—The boys club of Norfolk has a band which is sponsored by the local Rotary club. Rotarians bought the instruments and pay the bandmaster—the uniforms were contributed by one man who has since become a member of Norfolk Rotary. The organization is about three years old and has made a creditable showing on many occasions.

"Triplets" Celebrate First Birthday

ELIZABETHTOWN, PENNSYLVANIA.—Three Rotary clubs of the 34th District, Mount Joy, Lititz, and Elizabethtown, all received their charters on the same day. These "Lancaster County Rotary Triplets" celebrated their first birthday at Elizabethtown this Spring, invited District Governor Witmer to be guest of honor at their party.

Entertain 24 Boys At Club Meeting

AURORA, ILLINOIS.—Twenty-four boys of high-school age, all members of the Builders, an organization connected with the Masonic lodge, were guests of Aurora Rotarians recently. The boys were conducted to a reception parlor which was "stormed" by Rotarians when the club president told each member to go and pick out a boy guest. Placed in between their hosts at the tables, the boys joined heartily in the singing, heard a stirring address by Rotarian Rodeheaver, of Winona, Indiana. Forty-four of Aurora's fifty-three Rotarians were at this meeting, four visiting other clubs.



Such was the perfection of the Aztec pictograph, that on the landing of the Spaniards, the Aztec artists were able to transmit to their emperor such realistic pictures of the conquerors, that not the slightest detail of equipment or personnel was left untold.

Clothe your advertising with realistic illustrations
Like the Aztec's.
"Your Story in Picture Leaves Nothing Untold."



BARNES-CROSBY COMPANY

E. W. HOUSER, PRES.
ADVERTISING ART STUDIOS
PHOTO-ENGRAVING SHOPS
COMMERCIAL PHOTOGRAPHERS
9-NORTH FRANKLIN ST. COR. MADISON ST.
CHICAGO, ILL.



Hotels Statler

Rotary Hotels

BUFFALO	DETROIT	CLEVELAND
1100 Rooms 1100 Baths	1000 Rooms 1000 Baths	1000 Rooms 1000 Baths
ST. LOUIS	BOSTON	
650 Rooms 650 Baths	1300 Rooms 1300 Baths	

Hotel Pennsylvania

STATLER-OPERATED

2200 Rooms—NEW YORK—2200 Baths
Seventh Ave., 32nd to 33rd Sts., Opp. Pennsylvania Station

Every guest-room in each of these hotels has private bath, circulating ice-water and other unusual conveniences. A morning newspaper is delivered free to every guest-room. And rates are unusually low, compared with those of other hotels of the first class.



*A Thoroughly
Satisfactory
Banking Home*

**UNION TRUST
COMPANY**
CHICAGO

RESOURCES MORE THAN \$80,000,000



INTEREST!

The saving that results from use of the service offered by Trans-Continental Freight often represents the interest on great amounts of working capital.

This is a feature which every business man must want to consider, and one into which we are willing to go personally in detail.

Ask us and see exactly how good an investment the use of Trans Continental Freight can turn out to be.

**TRANS CONTINENTAL
FREIGHT COMPANY**

Telephone: Dearborn 7200
Private Exchange

7 South Dearborn Street
CHICAGO

Offices in Principal Cities

**INTERNATIONAL
D-M-A-A
CONVENTION
& EXPOSITION**
Covering Sales & Merchandising
Problems
OCT-19TH-20TH-21ST
CHICAGO
STEVENS HOTEL



The Investment Trust An Analysis

By Malcolm Lay Hadden

ROTARIANS who endeavor to keep themselves informed on financial matters have doubtless met with the term "investment trust" with increasing frequency during the past twelve months; if they have not run across the term in the financial section of their daily paper, they perhaps have been urged by a salesman from their local investment house to purchase the bonds or shares of some newly formed investment trust. At any rate, because of the widening interest in this type of security, a relatively new one in American finance but long established in Great Britain, it would not seem untimely to inquire into the nature of the British investment trust and attempt to determine whether or not its American counterpart offers equally attractive investment possibilities to the average investor. Such an inquiry would appear to be particularly pertinent because the controlling policies of many of these so-called investment trusts in America are so widely at variance with the accepted principles of the British form of investment trust.

In this analysis of the British investment trust, therefore, we shall endeavor to point out those features in it which would appear to be of most significance in its successful operation, and should our reader's interest in this new type of security be awakened, he would then be better able to weigh the merits and demerits of any of the so-called American investment trusts which might be submitted to him.

Inasmuch as the principles underlying the investment trust plan are of a rather complicated nature and, as previously stated, more or less unfamiliar to the average American investor, it probably would be desirable to outline briefly the essential features of the investment trust as this plan is understood in Great Britain, and to then take up in some detail the matter of capitalization and management, two factors which have played so important a part in the successful operation of the British investment trust.

To begin with, the investment trust is a corporation, the business of which consists chiefly of the effective investment of capital. While most trusts in operation in England and Scotland vary somewhat in their form and policies, nevertheless the majority of these institutions have the following characteristics in common:

(1) A limit is usually placed on the amount of the trust's capital which may be put into any one undertaking (as a rule this limit ranges between 5 per cent and 10 per cent of the total assets). Investments are made on the principle that out of a considerable number of different commitments, only a very small number will result in loss, providing that suitable care has been employed in their selection. This insurance principle is the basic characteristic of the investment trust. In distributing the funds of the trust, the management not only invests in securities of different corporations engaged in the same industry but among different industries in various countries of the world.

(2) Such institutions issue debentures (bonds) or similar form of long-term security, such as preferred stock, to pay for part of their holdings. Usually the amount of bonds or preferred stocks which may be issued is limited by the articles of incorporation.

(3) The capital account is not correlated with the income account for the purpose of ascertaining the right to pay dividends. In other words, dividends received from investments may be distributed regardless of whether or not there is any depreciation in the market value of their holdings in relation to their capitalization. This is an outstanding point of difference between financial trust companies and investment trusts, as is the case with banks. Trust companies must keep their capital intact.

(4) The trust does not endeavor to control through stock ownership the various enterprises in which it may invest. This is the chief difference be-

tween the investment trust and the holding company which is so common in the United States.

(5) Control of the organization is ordinarily invested in the common shares or in a small group of founders shares.

As is to be observed from the foregoing outline of the principal features of the British investment trust, the institution is an unique one in the field of finance and perhaps might most appropriately be described as a financial insurance device designed to secure for the average investor relatively high yields with a minimum of risk. At this point it might be mentioned that, while most American investment trusts with which the writer is familiar stress this feature of diversification and high yield which they hope to achieve, nevertheless many of them go even further, in that they pursue a definite policy of seeking profits on turnover of capital, treating such profits as income. This latter feature of many investment trusts would seem to the writer to be nothing more than outright speculation, if developed on any important scale.

It is apparent from the foregoing résumé of the British investment trust that such institutions seek to accomplish their purpose of obtaining a higher yield by two basic means, namely:

(1) Through the pooling of the resources of a large number of individuals.

(2) By placing the funds of the trust under the management of a group of experts on investment conditions, both at home and abroad.

Thus, through the medium of large funds and superior information, better results are expected. This is especially true in the case of investments to be made in foreign countries or in securities whose financial standing is not commonly understood. By means of this policy the investment trust is in a position to assume with comparative safety risks which the average small investor could hardly afford to carry.

In the light of the established investment position which has been achieved for the securities of many of the British investment trusts, it is especially interesting to observe how closely the American investment trusts follow the former in the matter of capitalization and managerial policies. This is particularly true, inasmuch as a great many of the so-called American investment trusts lay special emphasis upon their close adherence to the British plan and make very definite claims regarding the safety of their securities and the high rate of return which they expect to earn.

In a recent authoritative study of the British investment trust made by

Mr. Lawrence M. Speaker, he has tabulated the different types of securities issued by fifty leading British and Scottish investment trusts and points out the very marked similarity which prevails with respect to the proportions of the bonds and stocks which form the capitalizations of these institutions. He draws particular attention to the division of the capital stocks of the trusts in the preference (preferred) and ordinary (common) shares and indicates the further practice of these institutions to issue some kind of debenture or bond obligation. In the tabulation prepared by Mr. Speaker he finds that only two of the fifty companies are without bonded debt and only five have no preference shares outstanding. In no instance was there a company which had neither bonds nor preference shares outstanding. The purpose of this arrangement of the securities is, of course, to further the principle of "trading on the equity" which runs through most corporation finance. The debentures (or bonds) bear low rates of interest— $3\frac{1}{2}$ per cent to 5 per cent—covering most cases. The preference shares usually bear a dividend rate of about 1 per cent higher than the interest rate on the debentures. The ordinary shareholders, as is commonly the case, are the real owners of the business. The following table will be of interest in that it summarizes the ratios of the three types of securities outstanding for the entire group of fifty trusts selected by Mr. Speaker:

TYPE OF SECURITY.	CAPITALIZATION AVERAGE TRUST.	RATIO, PER CENT.
Bond issues.....	£545,120	39.3
Preference shares.....	415,060	29.9
Ordinary	428,440	30.8
		100.0

It is evident from the foregoing tabulation that there is a close co-relation between the amount of preference shares and the amount of ordinary stock; in fact, in a considerable number of instances it is found that these amounts are equal. A very salient feature to be noted in the British investment trust organization is the ratio of the debenture (or bond) issues to the total capitalization. It is to be observed in the foregoing table that the aggregate bond issues form a ratio to the total stock outstanding of about two to three. In very few instances is the total bonded debt equal in amount to the total stock outstanding. So far as the writer has been able to determine, there is only one British investment trust whose bonded obligations exceed in amount the par value of the stock outstanding, and in that one instance the margin was a very narrow one. It is of interest in this connection to note that many investment trusts, in Amer-

Flowers Bring Happiness

Send them often!



Rotary florists are ready and eager to serve you whether your order is large or small, whether delivery is to be made locally or in a distant city.



**ASSOCIATED
ROTARY FLORISTS**



"SERVICE ABOVE SELF"



*Stater of Miletus, 9th Centy. B. C.
First Officially Coined Money*

**You Should Read This New Book
"EVOLUTION OF THE DOLLAR"**

By Harwood Frost

**A brief story of the Origin
and Development of Money**

64 pages—illustrated

Special First Edition, limited to 500 copies, printed on heavy deckle-edge paper and bound in greene embossed flexible leatherette.

\$1.00

Send a dollar bill for a copy of this interesting and beautiful book

HARWOOD FROST

10 South LaSalle St., Chicago, Ill.

Rotary

Published in French

by the

Rotary Clubs in Belgium

Now appearing in large and beautified form. Subscription, outside of Belgium, sixty Belgian francs per annum (approximately \$1.80).

Advertising rates furnished upon request

Address: **H. Hirsch de la Mar**
Comité de Rédaction
34, rue de Pavie
Brussels, Belgium



I Can Take Ten Strokes Off Your Best Score

Give me 10 minutes a day for one week to prove it! Do you have trouble with your drives? Are you "off your game" half the time? Do you fail to get distance with every drive? Do you have trouble keeping on the fairway? Do you sometimes top or slice or pull? Does your stroke lack grace and power and direction? I can quickly correct all these difficulties. Let me prove it—entirely at my risk!

Read My FREE TRIAL OFFER

When I say I can take 10 strokes off your best score I mean exactly that. I have done it for hundreds of other men. Men who were admittedly "dubs" at the game have quickly acquired a beautiful stroke that is the envy of many a professional golfer. Beginners at golf find the Clisbee Golf System enables them to play a good game quickly and surely. A perfect driving stroke is the secret of golf success. Men practice for years and spend hundreds of dollars to acquire a good stroke. You can now acquire the stroke you desire with 10 minutes' practice a day—and for less money than you pay for a dozen golf balls.

You achieve this with the Clisbee Golf Stroke Guide—a mechanical device that registers any hidden shift in the body like clockwork right before your eyes. You can practice indoors or out—wherever there is room to swing a club—with or without actually hitting the ball.

24 GOLF LESSONS GIVEN

To quickly introduce my Golf Stroke Guide I am offering free with it, a complete course covering every phase of golf. These lessons are the result of years of successful golf instruction experience. They deal with the troubles of beginners and good golfers who go off their game. If you are a beginner they will give you a flying start to a good game. If you are an "old timer" you will find them good to brush up your game in the weak spots. They will be sent FREE with the Clisbee Golf Stroke Guide. Fill out the coupon below today at my risk. If not entirely satisfied at the end of a week's trial, your money will be refunded and the trial will cost you nothing.

CLISBEE GOLF SCHOOL, Dept. 36
City Office, 2456 E. 78th St., Chicago, Ill.
You may send me the Clisbee Golf Stroke Guide for a week's FREE TRIAL together with the 24 golf lessons FREE. If I am not satisfied after the week's trial, I will return the Guide and you are to refund my money in full.

\$10 enclosed ☐ Send C. O. D. ☐

Name.....
Address.....

Presentation pieces for Past Presidents and Past Secretaries.

Special series with wording No. 23 Past President, No. 24 Past Secretary.

Retail prices	Standard	with diamond
14Kt green gold	\$4.50	\$9.50 to \$80.00
18Kt white gold	8.00	14.00 to 88.00

Also beautiful diamond mounted cuff links, scarf pins, charms of all styles, or special bar and medallion jewels with lettering raised in gold.

Send for booklet of complete production
Order through Club Jeweler, Club Secretary or direct

THE MILLER JEWELRY COMPANY
Cincinnati, Ohio, U. S. A.

Prolong Your Life

Bright's Disease, Apoplexy and High Blood Pressure are usually symptomless to their victims in the beginning.

Every man and woman should have a scientific health test made at least once.

URINALYSIS

Anywhere by Mail—Send No Money

The Robinson chemical and microscopical test is complete and better than tests required by leading life insurance companies.

Many prominent people use our service regularly. 3,000 new satisfied clients.

We will mail you self-addressed plain container and bottle. You then return sample to us. We give complete report of 25 classifications together with suggestions for improvement in health. If you are satisfied with the value of our service send us \$2.50; otherwise return report.

LOUIS G. ROBINSON LABORATORIES
667 Harrison Bldg. Est. 1907 Cincinnati, O.

ica have substantially more bonds outstanding than the aggregate value of the preferred and common stocks. Naturally, where such a capitalization exists, the common stockholders are likely to benefit substantially in an advancing securities market. No especial advantage, however, accrues to the bondholders in such a situation, although in a declining securities market it is quite possible that their position would be unfavorably affected. In a number of instances of American investment trusts with which the writer is familiar the amount of bonds outstanding as compared with the aggregate amount of preferred and common stock issues was substantially in excess of 200 per cent of the latter.

IN the operation of the investment trust the selection of securities is obviously of greatest importance to the success of the institution. The trust management must apply a vast amount of investment knowledge and skill. All the more usual factors, such as security of principal, yield and marketability, enter into the problem of security selection. Since the investment trust deals to a large degree in foreign securities, the matter of selection becomes even more complex. As has already been pointed out, it is the usual practice to limit investment in any one situation, but most British trusts carry this operation much farther than the requirements of their charters demand. Distribution of holdings may be carried out in several ways, but especially through the distribution of investments according to geographical location, type of industry and type of security. In an analysis of the number of individual securities held by six typical British investment trusts in 1922, the writer found that such holdings averaged 342 different issues. The following table indicates the geographical percentage

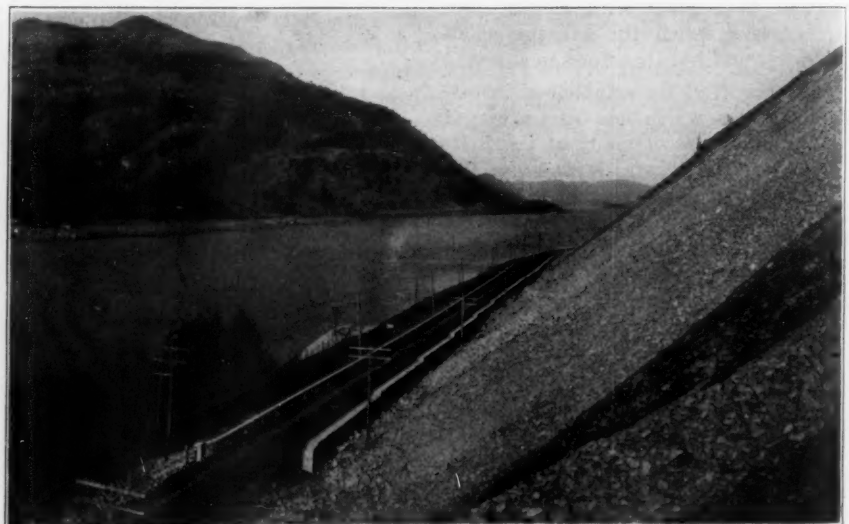
of investments of two important British investment trusts in the year 1922:

COUNTRIES.	METROPOLITAN, PER CENT.	U. S. AND GENERAL, PER CENT.
Great Britain.....	32.4	37.9
British Colonies and Dependencies.....	10.4	14.0
United States of America.....	24.2	11.6
Argentina.....	12.0	16.4
Brazil.....	6.9	4.7
Other South American.....	6.5	6.7
Cuba.....	2.0	—
Philippine Islands.....	0.7	—
Mexico.....	1.7	1.3
Central America.....	3.2	7.4
Total.....	100.0	100.0

The following table indicates the distribution by type of the holdings of two general investment trusts for 1922:

HOLDINGS	METROPOLITAN, PER CENT.	U. S. AND GENERAL, PER CENT.
Government securities.....	6.2	12.7
Railways.....	46.4	26.7
Electric, gas and other utilities.....	13.1	20.8
Iron, coal and steel.....	—	6.7
Commercial and industrial.....	27.7	22.2
Banks, financial and investment.....	6.6	10.9
Total.....	100.0	100.0

The charters of some investment trusts limit them as to the types of securities which they may buy. It is common for holdings to be restricted mainly to bonds or preferred shares. There are some advantages in such limitations, but with highly capable and honest management such restrictions might prove to be a handicap, for at certain phases of the business cycle bonds and fixed income preference shares occupy a position of advantage. This is true in periods of decline and depreciation, but when a period of prosperity is coming on, however, there is opportunity for substantial appreciation of principal if the management is left free to exchange such holdings for a well-selected list of common stocks. Much here depends on the wisdom and honesty of the management, so that if those in charge do not measure up well along these lines it is probably best to have limitations.



Upper Columbia River Highway Looking East at Shell Rock Mountain.

Rotary in South America

(Continued from page 8)

ment of considerable importance, and the fine type of men who gathered as the charter members bespeaks of another strong club in Chile.

The president of the Santiago club, Doctor Eduardo Moore, deserves particular mention as, according to the latest information at hand, he will soon have organized more Rotary clubs in Chile than we have in all of the remaining countries of South America combined. With his present enthusiasm I predict that Chile will have a score of clubs within a year. No doubt those going to the Ostend Convention shall see Doctor Moore and receive further information at first hand.

From Chile I crossed on the Transandine Railway to Argentine and visited the capital, Buenos Aires, a magnificent modern city of two million five hundred thousand population, the Paris of America, a center of great wealth and culture. The Argentines are justly proud of that marvelous city, and visitors are tremendously impressed by Buenos Aires and by the country as a whole, its vast stretches of golden pampas, its stock and grain—a nation of thinkers, workers, producers, and infinite possibilities. The grace and charm of the people one finds manifested on all sides, and countless thousands of foreigners are assimilated into a great nation where progress and development must be seen to be appreciated.

The Rotary meeting and banquet in the Plaza Hotel was well attended. The members reflect a great credit on Rotary. The president, Doctor Cupertino del Campo, is director of the National Museum of Fine Arts, and is a painter and writer of considerable renown. The past president of the club, Jorge Mitre, is director of "La Nacion," the principal newspaper, and is a grandson of the famous president of Argentine of the same name.

ROSARIO, a city of three hundred thousand population, is the second city of Argentina, the home also of a Rotary club and the second grain-shipping port in the world. There were forty-five steamers, flying flags of many nations, taking on cargo the day I visited the Rotary Club of Rosario. It is several hundred kilometers above Buenos Aires on the great Parana River, but it is reached without difficulty by the ocean-going steamers. Evidence of prosperity is everywhere, and one leaves Rosario with a definite impression of its substantiality.

Cordoba was my next stop, where I attended an installation meeting of the Rotary Club of Cordoba with twenty-

five members. The president, Doctor Guillermo Rothe, is dean of the law school of the University of Cordoba. The governor of the state and the secretary of finance were present and addressed the club. Cordoba is a delightful city of one hundred and fifty thousand population, a university center, about four hundred and fifty miles from Buenos Aires, and near mountains, lakes, and waterfalls of exceptional beauty. The region is famous for its picturesque mountain homes, its beautiful clubs for golf and other sports, fine mountain roads, summer hotels and the most charming and de-

lightful people one could hope to meet. Returning via Buenos Aires, I visited the remaining Rotary club in Argentina, that at La Plata, just thirty miles from the capital. La Plata is known as the model city, because it was completely planned and laid out in every detail before building was started in 1882. It has a population of one hundred and sixty thousand people, magnificent broad streets and avenues, imposing public buildings, and portworks of importance. The president of the Rotary club is dean of the engineering school of the University, and is a man of international renown. He is an ex-



BATTLE CREEK for Rest and Health Building

THE Battle Creek Sanitarium arranges for each guest a complete vacation program—planned for each day with rest and health building in view.

The wholesome, palatable diet, expert physical direction and the outdoor life, efficient medical service, if desired—refined, congenial companionship—these and many other attractive features make the Sanitarium ideal as a vacation retreat.

"SANITARIUM BOOK,"
FREE upon request

The Battle Creek Sanitarium
BATTLE CREEK, Box 22-A, MICH.



ONE OF THE CENTRAL
TREATMENT DEPARTMENTS



SPECIAL TREATMENT DEPARTMENT
FOR WOMEN







SECTION OF MAIN DINING ROOM



SECTION OF THE MAIN DINING ROOM

NEW HOTEL SHERMAN CHICAGO



Home of Chicago Rotary Club
for Fifteen Years

1700 ROOMS—Each with bath
World Renowned Restaurants

Rotarians from many climes always make the New Hotel Sherman their home when in Chicago. Chicago Rotary Club Luncheons every Tuesday at 12:15. You will find a real Rotary welcome here.

Ernest Byfield
President

Frank W. Bering
Vice Pres. and Man. Dir.

The MONTEREY North Asbury Park, N. J.

The Resort Hotel Pre-Eminent
Directly on the Ocean

OPENS JUNE 18th

American Plan Capacity 500

Hot and Cold Sea Water in Rooms
\$200,000.00 Expended in Interior and Exterior Alterations, Decorations and Improvements for the Season of 1927.

Golf that makes you play

18-Hole Course

Superior a-la-Carte Grill—Interesting Social Life—Daily Concerts and Dancing—Wonderful Ocean Bathing—New Swimming Pool Adjoining.

Brokers Office by McDonnell & Co.
Sherman Dennis, Manager
On "The New Jersey Tour"



Manufacturers and
Finishers of

BURLAP AND COTTON FABRICS

Buckram - Sheetings
Webbing - Duck - Cambrics
Artificial Leather
Enameled Muslins, Drills
and Ducks

Write for Samples and Prices

Landers Bros., Toledo, O.

ceptionally good speaker and presiding officer.

My one regret on leaving Argentina was that my itinerary would not permit of a longer visit, in keeping with the importance of that marvelous country.

THE smallest republic in South America is Uruguay, with a total population of one million five hundred thousand, one-third of whom live in Montevideo, the capital. The Rotary Club of Montevideo is the oldest club south of the equator. On February 17th to 20th a conference of South American Rotary clubs was held in Montevideo, which proved most interesting, and I believe will be reflected in increased Rotary activity in these great countries. They had two days of conference sessions and two days of fellowship and social activities. The presentation of program topics showed a clear understanding of Rotary's ideals by a great many of the delegates. Several important resolutions were passed, soliciting the district form of administration on both the east and west coast of South America. Definite action was taken, requesting all clubs to name Sixth Object Committees to promote international friendship. Since that time the Buenos Aires club has held a meeting to emphasize more friendly relations between Argentina and Brazil, inviting their minister of foreign relations and the Brazilian ambassador.

The good people of Montevideo were particularly hospitable. We were presented to their distinguished president, we were royally entertained, and we enjoyed their delightful company, their lovely hotels, and beautiful bathing-beaches.

Herbert P. Coates, who has been Rotary's special commissioner in South America for several years past, joined me in Valparaiso, and we traveled together until the termination of the Montevideo conference. Rotarian Coates had organized this conference and was responsible for its successful outcome. He was of great assistance to me and his excellent company was deeply appreciated throughout this part of my journey.

Three days on the beautiful Italian liner, "Guilio Cesare," took us from Montevideo to Rio de Janeiro, capital of Brazil, the largest country in South America, and one of the most beautiful spots in the world. I am sure that nothing could be more picturesque than that marvelous harbor of Rio de Janeiro and Guanabara Bay. Here mountains come to meet the sea, covered by the most luxuriant vegetation, flowering purple and yellow trees, radiant Bougainvillea vines and poinsettia on all sides, until one wonders whether para-

dise could be more attractive. Certainly they have reason to be proud of that delightful city of one million and five hundred thousand inhabitants, with magnificent hotels, boulevards, clubs and suburban residence sections and much evidence of great progress on all sides.

Like many others, the Rotary Club of Rio de Janeiro has been doing splendid work in their community. They have children's playgrounds. They have donated a site for a boys' camp. They have organized a clean-up program throughout the city to do away with unsightly buildings. The club used its influence to obtain a specialist to prepare a City Beautiful plan for the future development and improvement of their city. They have given a hundred prizes of fifty thousand milreis each, in the form of savings-accounts, for scholarships in the public schools in order to stimulate savings-accounts among the younger generation. Five public schools have been equipped with libraries. The president of the club, Doctor Oscar Weinschenck, is one of the outstanding men of Brazil, a distinguished engineer and linguist, a real Rotarian.

São Paulo, Brazil, the industrial center of the nation and a city of eight hundred thousand people, is the home of the second Rotary club in that country. Cities of the industrial and commercial importance of São Paulo in some countries would have at least two hundred members in the Rotary club, and I predict that before many years we shall see a like number there. It has had a most remarkable growth, and is exceedingly prosperous, with beautiful suburban homes under construction in great numbers. I was told that a new home is entirely finished every two hours, and that the city is duplicating itself at the present rate every eight years. That is surely an enviable record.

I installed Brazil's third club in the port of Santos, a delightful little city of one hundred and fifty thousand, from whose docks four-fifths of the world's supply of coffee is shipped. The club met in the Coffee Exchange, a magnificent building, with delegations present from the other two clubs, and quite a number of ladies who added charm and beauty to a gathering I shall always remember. It rains frequently in Santos, and I can vouch for the fact that it rained in earnest that day, as I have never seen so much water fall in so short a time in my life. Santos has splendid portworks and is the outlet for one of the richest sections of country in the world. As I visualize that group of charter members I must add that I have never seen a finer gathering of Rotarians, and I predict a

brilliant future for the Rotary Club of Santos.

Up to the time I reached Brazil my Spanish was quite in order, although a great many of the Rotarians I met could speak English fluently. In Brazil, however, not being able to converse with them in their own beautiful language, Portuguese, I found them most considerate and kind, permitting me to speak to them in Spanish, with which they are all familiar.

I had the honor of being presented to their distinguished president, Senhor Washington Luis, in his summer residence in Petropolis, and enjoyed hearing some of his extensive plans for good roads throughout that great country. Previously, when governor of the State of São Paulo, he won the name of the "Road Builder," and on this visit he manifested his intention to continue to merit that reputation.

On my return from Santos to New York I visited the islands of Trinidad and Barbados, which I found most interesting, although lacking in prospects for Rotary extension.

I met a great many lovely people and made many friends whose friendship I shall always treasure, and I came away with the conviction that Rotary is bringing the nations of South America closer together, and that, even in the few cases where wars have erected certain barriers in the past, acquaintance and frequent contact are gradually overcoming the misunderstanding that has existed. It is evident that mutual respect and common interest are combining to develop a friendship that will bring great blessings to those who cultivate it. And I am delighted that a further step toward this end was taken by the Board of Directors of Rotary International in establishing two Rotary Districts in South America—one to comprise Argentine, Brazil and Uruguay, and the other Chile.

I pray that this friendship may become truly international and more intimate and lasting, and that the advancement of understanding and good will may bring about that peace and happiness to which we all aspire.

Herrin and the New Order

(Continued from page 21)

club back Scouting as a program but go into it on a scale which would make it effective in producing character in boys over the entire Coal Belt.

To E. M. Stotlar, president of the Stotlar-Herrin Lumber Company, belongs the credit for the faith that the project would succeed. The work and energy needed to launch it was supplied by "Jack" Kuykendall, president of the Rotary Club.

The subject was broached to Rotarians of the other towns with the result that in January, 1924, a meeting of representatives of eight of the towns met at West Frankfort and formed a preliminary association.

Rioting in February made it unwise to proceed immediately.

In March another meeting was held and again the forces of lawlessness broke loose, sending tentacles of fear and unrest throughout the territory.

During the first week of April, 1924, in spite of the fact that the activities of the gunmen had not ceased, the committees again met and voted unanimously to proceed with Rotarian "Jack" Kuykendall at the head. That these men had unbounded faith in the future was shown by the fact that they proceeded to work out a budget on paper and employ a Scout executive.

Their plan called for an association of eight towns, each with its own separate committee to conduct its own

work. Two officers from each local committee made up an Area Board of Directors. In addition to these sixteen men there were four to be elected at large. Each local committee was given a part of the total budget, the division based on population. The entire association was finally called The Coal Belt Area Council, Boy Scouts of America.

And then the mines closed down!

Thousands of men were thrown out of work, for coal mining is practically the only industry.

Only three of the eight towns raised their quotas. A fourth one raised one-half of its allotment.

The fifth town was in the grip of Red agitators. The Scout Executive visited it and worked out a program with the local committee. A campaign of education and finance was planned. The Scout poster bearing the words "character building" and "training for citizenship" was posted throughout the town.

The next day Red agitators tore the posters down and calling on the merchants threatened them if they continued with the work. A few days later this same group met the Scout Executive as he drove into town. They asked him to leave immediately.

They wanted no Scout program. They objected to the Scout oath. In the words of the leader, "No boy of mine

For
neatly typed
letters

STAR BRAND

TYPEWRITER RIBBONS

Star Brand Typewriter Ribbons insure clear, neat copies that will last as long as the paper upon which they are written.

"A Kind for Every Purpose." All colors and combinations of colors.

Made by the makers of MultiKopy Carbon Paper. Sold by leading stationery stores everywhere.

F. S. WEBSTER CO., Inc.

Established 1889
376 Congress Street, Boston, Mass.
Branch Warehouses: New York, Chicago
Philadelphia, Pittsburgh, San Francisco



CLARK'S FAMOUS CRUISES

By CUNARD-ANCHOR new oil burners; rates include hotel, guides, drives, fees

65 days, \$600 to \$1700
THE MEDITERRANEAN

SS "Transylvania" sailing Jan. 25
24th cruise, including Madeira, Lisbon, (Madrid) Spain, (Granada) Algiers, Tunis, Carthage, Athens, Constantinople, 15 days Palestine and Egypt, the Riviera, Havre, (Paris) Europe stop-over.

Norway-Mediterranean Cruise

July 2; 52 days, \$600 to \$1300

8th World Cruise (Westward)

Jan. 16; 125 days, \$1250 to \$3000.

FRANK C. CLARK, Times Bldg., N. Y.

will ever swear allegiance to the American flag nor will he ever wear a soldier's uniform. There is only one flag and that is the Red flag."

Consequently this town in the center of the territory was not organized. Neither was it forgotten and the time is coming soon when this fast-growing city will take its place with the rest.

With less than one-third of the budget raised and summer fast approaching two men went to the bank in Marion and signed a note for \$4,500 with which to purchase a camp-site.

In the meantime troops of Scouts had sprung up all over the Coal Belt. Experience has proven that this mushroom growth was unwise—but it could not be prevented. In towns without Y. M. C. A. buildings, public libraries, or playground work of any kind, the boys turned hungrily to Scouting. In the short space of three months the twenty-nine Scouts grew to over six hundred.

Then came the rumors of the camp. It traveled along the underground wires of boyhood's telegraph. Seventy-five Scouts registered to be in camp the first two weeks. One hundred and fifty-three showed up on the opening day.

FOR weeks the Scout Executive had premonitions of what to expect. Letters arrived almost every day from various parts of the territory.

"Who will I sleep with? Don't put me in with a boy from West Frankfort."

"I won't tent with one of those Herrin boys."

"I'll come to camp if we can choose our own buddies."

But the same answer went back to all. Scouting was to be the theme of the camp. They were to live up to the Scout oath and the Scout laws as printed in the new manuals which had been scattered throughout the territory.

That summer the first step was made in building character and citizenship in the Coal Belt through Scouting. Since then not a word has been said about the town or city from which a Scout comes. They are all Coal Belt Scouts. Thus is the first part of the great vision being realized.

The effect upon boyhood of the gang warfare is subtle. During the summer of 1925 a poll was taken at the camp relative to reading and over eighty per cent of the Scouts present named "The Life of S. Glenn Young," Herrin's raider, as the best book they had read. Yet, strange to say, the affairs of the gunmen in Herrin have had practically no lasting effect upon the youth of the city.

In 1926 the game of "Raiders" cropped up at the camp. It was popular for several nights during the twilight

hour. The personnel of the camp was divided into two groups and each group took the name of opposing factions prevalent at the time. The object of the game as devised entirely by the boys themselves was merely for one group to chase the other until one side was obliterated by tagging and "putting them out."

Contrast the world's picture of Southern Illinois with the fact that during the last three years with over 2,300 adolescent boys from every type of home in the Coal Belt, passing through Scouting, only two have been before the Court for delinquency. Both cases were direct results of the gang war.

Hero stuff, however, is contained in the chap who came into the camp in 1924 and upon being asked his father's occupation for the camp's record said, "Bootlegger." This boy rapidly became one of the strongest leaders in the life of the camp through his interpretation of the Scout oath and law. He led the tent group in evening prayers, said grace at the table, and joined the "Soap Bubble Club" in which it was the self-appointed duty of members to attend to those Scouts whose "tongues slipped."

With over 300 boys a summer for the last three summers turned loose upon a great 235-acre tract with a 35-acre apple orchard bearing hundreds of bushels of fine summer apples, never has it been necessary for a Scout to be sent home nor has there ever been a single Scout raid on that orchard. During three summers the walls of the camp toilets used by over 300 boys have never been marred in any way.

Of such is the character of the boys in the Coal Belt. Upon such is the faith of the future of "Egypt" resting.

When the mines in the Coal Belt do not operate things become "tight." Families are "carried" at the stores and the retailers, if they haven't made sufficient plans, must be "carried" at the wholesalers. This was the situation in the Fall of 1924 and the Spring of 1925 when the men who had faith were asked to back up their belief with the finances necessary to carry on the job. Town after town in the cooperative effort went to the bank and over the names of the small groups who believed, borrowed the money.

One night a group met in Herrin. Joe P. Benson, cashier of the City National Bank, and president of the Herrin Lions Club with \$100 personally in the effort that year and responsible to the bank for \$700 more, was there. Rotarian "Mack" Gasaway, postmaster of the city of Herrin, was chairman. Scattered throughout the room was seated a generous sprinkling of the sons and grandsons of the sturdy men who first settled Herrin Prairie. Ro-

tarian A. K. Ellis, head of the Herrin Supply Company with branch stores in every town and a member of the Scout Court of Honor, sat in with the Council. They faced the problem of securing additional funds to carry on the work.

THE men did not quit. They borrowed the rest of the money from the bank. Three months later they went out and asked the people of Herrin to help and they contributed \$300 more than necessary to do the job. Marion with a population of slightly more than 10,000 people raised more than \$2,250 at the same time.

During one of the worst periods of financial depression that "Egypt" has ever known and facing an unknown situation in the Coal Industry the movement which began in the minds of two men grew until in the spring of 1925 more than 500 men were working on committees and almost every town in the Coal Belt had a local organization.

Then came disaster in the wake of a terrible tornado. Striking through the heart of Murphysboro it passed a few miles north of Herrin and then laid waste a great section of West Frankfort. One Troop of Scouts in this area was practically blotted out of existence, the troop shack and equipment being blown for miles, the church and the Scoutmaster's home being destroyed. The home of every Scout in the troop was destroyed. But let the report of the work of the Scout Council made at the height of the relief work immediately following the storm tell the story.

"In the early evening it became apparent, with the hospitals, churches, and morgues filled with the dead and injured that some organization would have to take charge if the relief work were to function properly.

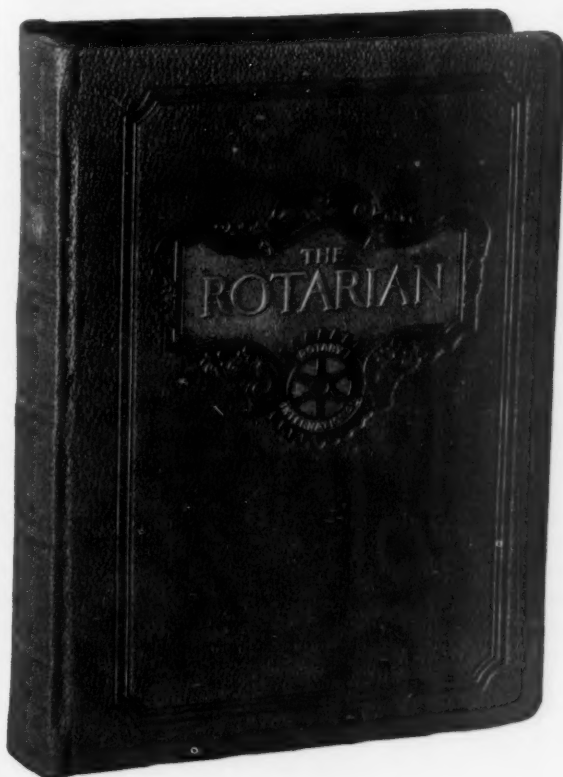
"Consequently at 5:30 the Scout Executive telephoned the district-council presidents at Herrin, Marion, and Johnston City, and by early evening the Scout Councils in every town had established a relief headquarters and food, clothing, Red Cross supplies, and nurses were being gathered from every section of these cities. Telephone communication was opened between the Coal Belt Council and these district stations. Within a half hour of the mobilization call to Herrin, two truck loads of Scouts were on their way to Murphysboro.

"At 12:00 the work of mobilizing the Coal Belt Area Scout Council by telephone was begun and a meeting of about forty members was held at 7 o'clock Thursday morning.

"Rotarian D. C. Jones was made temporary chairman. His business partner had been instantly killed and

(Continued on page 60)

For Yourself or For a Friend



This Beautiful Binder for Your Magazines

It is strong, durable, simple in construction, easy to operate.

It holds twelve copies of the magazine in easy-to-read manner.

It has a handsome grained leatherette cover, embossed in gold.

It will make an attractive addition to your library table or shelf.

It is splendid for ready reference. It enables you to keep your copies of **THE ROTARIAN** in a quickly findable place so you can read carefully those articles you wanted to read but laid aside for a more convenient time.

The price is \$2.50 delivered in the United States and \$3.00 delivered in other countries. Order by name — the Barrett Multiple Binder.

ROTARY INTERNATIONAL

221 E. Cullerton St., CHICAGO, ILL., U. S. A.



DISTINCTIVE SLEEPING GARMENTS

As in Shirts-to-Measure, our large Business in Pajamas is due to our ability to please the most Discriminating Patrons. We especially mention at this season, Unusual Pajamas for the use of Guests and also for Traveling.

Prices range from \$10.00 upward

H. Sulka & Company

512 FIFTH AVENUE

NEW YORK

LONDON
27 OLD BOND STREET

PARIS
2 RUE DE CASTIGLIONE

enter: the baby!

ACCOMPANIED by his faithful stork, the Bitner baby arrived this morning. There was a great deal of rushing around, but things have quieted down now, and advice is pouring in!

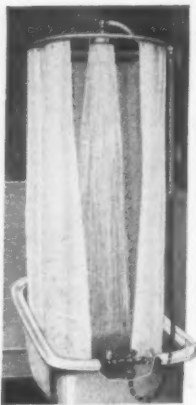
COUNSELORS, well-meaning and many, have arisen: "I used this talcum and that soap," "those bottles are best," and "Blank's have the best carriages." But behind these advices looms the most practical, most modern and most economical counselor of them all: advertising.

ADVERTISING will tell Mrs. Bitner not only which talcum, which blankets, which carriages are best, but it will also give her many helpful hints on keeping her baby healthy and happy. It will suggest toys for his busy hands, shoes for his scampering feet, clothes and foods for his sturdy body, as well as books to set his eager mind to work. And, as the years go by, Mrs. Bitner will keep young, and look young too. For advertising will help her solve one of the greatest economic problems of her home—buying the best for her family at the best prices.



*Read the advertisements. They carry
a wealth of sound advice to
people who are cre-
ating homes*

SUMMER TIME COMFORT Comes from the Shower



Warm weather makes the business of bathing a luxury. And a shower invites you to step under often — it's so quick and easy. Refreshing — like a plunge in a pool.

"April" Shower

"Man size" and substantial, affords all the enjoyment of shower bathing at one-tenth the cost of built-in shower. Note roominess — no need to wet hair.

You Can Install Easily

over your tub in a few minutes. No plumbing. Attractive, and built to last, of rust-proof heavy metal. Cloth-woven hose; metal faucet connection; genuine duck curtain. Write for descriptive circular. **Malone Shower Bath Co., 107 Cambridge Ave., Dayton, Ohio.**

Money back if you are not satisfied.

Complete for only

\$19.00

FOLDING CHAIRS

Beautiful
Durable
Comfortable
Priced Right

Also Bentwood Card
Tables to match — in
complete sets.

WRITE TODAY
FOR SAMPLE

**RASSETTER

1359 Wall St.
Fort Wayne, Indiana**



FLAGS FOR MEMORIAL DAY AND FOURTH OF JULY

Special prices offered to Rotary Clubs and their members

4x6'	wool bunting United States flag.....	\$4.00
5x8'	wool bunting United States flag.....	6.25
6-10'	wool bunting United States flag.....	8.50
4x6'	Tiger bunting cotton U. S. flag.....	2.10
5x8'	Tiger bunting cotton U. S. flag.....	3.10
6x10'	Tiger bunting cotton U. S. flag.....	4.25

These flags are made with sewed stripes, full number of sewed on stars, canvas heading and eyelets.

Other sizes quoted on request.

Prices include parcel post paid.

CHICAGO FLAG & DECORATING CO.
1315 S. Wabash Ave., Chicago, Ill.

YOU NEED THIS New Curmanco Register



WRITE IT HERE



KEEP IT HERE

Register your business details — leave your mind free to work. Uses Standard wide Adding machine tape. More economical than Office stationery as you tear off only the paper used. Notation cannot be lost as it is placed in the till under the lid. Forgotten business details often cost more than the price of this Register. Phone your stationer or mail two \$1 bills today to

CURRIER MFG. CO.

Dept. R. N. W. Terminal, Minneapolis, Minn.

(Continued from page 58)

the latter's wife lay dying not fifteen feet away from where the meeting was in session. Their little girl was also dead. The meeting progressed through constant interruptions when the dead and injured were carried through the anteroom. The clang of the ambulance as it carried dead and injured in and out of the morgue across the way was heard every few minutes, and the sky outside still glowed with the reflection of burning buildings.

"COMMITTEES were immediately named to care for the important tasks. The chairman of the Court of Honor, Rotarian C. A. Waller, was made responsible for the immediate meals. He had to feed the hundreds of injured in the hospitals, the hundreds of nurses and doctors who were pouring in from every section of the State, and the three thousand homeless who were on the streets.

"Rotarian C. U. Hancock, Scoutmaster of Troop Six, West Frankfort, was put in charge of the delivery of telegrams. During the following four days 9,200 telegrams were handled by the Scouts. Hundreds of telegrams were received for residents of the devastated area, which necessitated the Scouts checking through five hospital stations, and a score of other places to find the party if he could be found at all.

"During the strenuous days which followed the disaster, until the Executive Committee had time to bring order out of chaos, the problems of protection and traffic were enormous. Thousands of people attempted to come into the devastated area. The Boy Scouts were assigned in squads of about ten each to the military authorities and the officials throughout the city. For several days they worked in relief, guarding the ropes surrounding the morgues, and directing traffic at the principal street-crossings. Nearly every Scout served in uniform and upon display of the neckerchief was allowed to come and go at will through police and military lines.

"In a great many cases the Scouts worked twenty-four hours at a stretch and a number of the older Scouts worked longer, resting between periods in the headquarters office, dead tired, but ready at a moment's notice to go

at a fast run across the city on any errand.

"After the first days of the disaster, with the area district committee functioning as the relief committee, the Coal Belt Area Council treasurer was elected president of the Franklin County Relief Committee which functioned over the entire area and the Scout Executive was made secretary with Scout offices as headquarters. In this way the organization continued to function until taken over officially on March 26th, by the American Red Cross."

But in the depths of despair movements as well as men find themselves.

The cooperative experiment had demonstrated its usefulness and at the Third Annual Meeting of the Area Council at which Judge Ben. B. Lindsey of the Denver Juvenile Court was the guest of honor the group again voted to go ahead.

The past two years have seen the work stabilized. In a series of one-day campaigns, covering the whole area, the finances have been largely taken care of. Emmet Lear, former president of the Rotary Club at Christopher and now secretary heads the work for the coming year. A big banquet, at which Chief Scout Executive James E. West was the honor guest, more than three hundred men representing almost every city in the territory pledged themselves to continue the work. Steps will be taken soon to incorporate the movement as the Coal Belt Area Council, Boy Scouts of America.

In fact the progress of the work has been so rapid that numbers of other cities have asked to join and an organization covering Southern Illinois towns is already being contemplated.

Thus are the first fruits of a great dream being realized. It is a work worthy of any city or group of cities in America. In the words of Joe V. Walker, past president of the Herrin Rotary Club, former president of the Area Council and now Commissioner, "It is better to build a great boy for a business than to build a great business for a boy."

Such is the real creed of Williamson County. Through the spirit of Rotary as exemplified in cooperative service for boys a new day is dawning. "Egypt" is coming into her own.

An article was presented in the May number entitled "What's the Matter With Our Young People?" by Thomas Arkle Clark, Dean of Men at the University of Illinois. This article evoked a good deal of comment, which in turn suggested the possibility of a second article showing wherein parents found their responsibility most difficult. In July the second article will be presented. In "Father Wouldn't Understand" the veteran university dean tells about some of the family problems brought to his notice.

What Teddy Perkins Wanted

(Continued from page 29)

Brown that the latter finally induced his pupil to locate in Boston as deputy leader and cornet soloist of the famous Brown's Boston Brigade Band. Brown was getting along in years and he gradually loaded the entire responsibility of the band on Perkins, who, meanwhile, continued his studies and still further widened his experience and increased his income by playing in theater orchestras in Boston. When Brown's Band finally disbanded he was acting conductor.

His next move was to go to Lynn, at the instigation of the Lynn National Band, to organize an orchestra and a new band, which was called the Lynn Cadet Band. This organization is still in existence and is known as Lurvey's Cadet Band. Once more came the call of the military for Colonel Strachan of the famous Fighting Ninth Regiment heard and liked the playing of the Lynn Cadet Band and made it the official regimental organization. General Peates later made Perkins Brigade Bandmaster, which is equivalent to the rank of Lieutenant Colonel, according to present-day military standards.

When Patrick Gilmore was planning his second great festival with its gigantic instrumental ensemble and chorus of ten thousand singers, the like of which has never since been heard, it was but natural that Perkins was called on to organize and drill a sector of the chorus, recruited in Lynn. In the Perkins chorus were many who had sung with Gilmore in the first jubilee. The Lynn singers continued their organization after the Boston event and Perkins was made conductor of the permanent organization, which later became the Lynn Choral Union.

HIS work in Lynn whetted his appetite for more knowledge that he might be fitted for greater undertakings, so he resigned his position there and went back to Boston to devote himself to intensive study of music in all branches, taking a position in the old Globe Theater orchestra to earn his livelihood in the meantime. A little later he organized his famous Choro-Militant Band, which was first heard at Nantasket Beach. This band included a mixed quartet of vocal artists, which permitted the presentation of operatic selections with the singers, instead of instruments, taking the solo parts. This innovation was so successful that it was at once picked up and adopted by other prominent band conductors, and Perkins' Band was booked at many leading resorts as far south as Lake Ponchartrain at New Orleans.

Then something unexpected happened. The State law-makers of Massachusetts appropriated \$25,000 for public band concerts. Perkins was made State bandmaster and for five years conducted concerts at Revere Beach, leaving this position to accept the conductorship of the Boston Municipal Concerts when John F. Fitzgerald was Mayor. Municipal concerts were no new idea in Boston or any other city, but the way they were handled by the fiery John F. was a decided innovation, for he completely divorced music from politics, and put the entire management of the municipal concerts in the hands of Perkins, giving him *carte blanche* to select his own players and run the music to suit himself. It is a matter of record that Boston had a municipal band under his régime that was the equal of the finest band ever gathered together in the United States.

Previous to the advent of Perkins and his Municipal Band of picked artists, it was not uncommon for residents of certain sections of Boston to break up city band concerts with over-ripe eggs and past-due vegetables. This was not altogether a reflection on the type of music and musicians represented in these concerts. Yet these things did happen in the cultured city of Boston. Perkins with his musicianship, his knowledge of psychology, and his ability to present the finest artists, soon demonstrated that good band music is appreciated, and that eggs are not required to complete any Bostonian's enjoyment of a band concert. His concerts, whether held in the more ultra sections of the city or in the districts where old vegetables and deceased eggs were more easily found, always drew enormous and attentive crowds, and in addition to his other attainments he won the title of "lion tamer."

But along came another election, a new Mayor took the helm, and Perkins turned his attention to other things. Among these other things which have not thus far been mentioned was his work for five years as conductor of stage music for the Boston Opera Company, and also his association with the Metropolitan Opera Orchestra, the Boston Symphony Orchestra, with which he did considerable outside playing, and several other important endeavors including the production of a gigantic peace festival, the principal theme of which was *World Peace*.

Then Perkins' health gave way and for a number of years he was forced to be inactive. About the time he was able to get around again there was evidence of considerable interest in boys' bands. Perkins was anything but

Is There a Hotel or Apartment House Need in Your Town?

That need can be answered! Follow the same sound financing plan that has been so successfully employed in more than 150 other communities, large and small; follow the Hockenbury plan!

More efficient, more expedient—and at a lower cost!

The FINANCIALIST, a journal of community hotel finance, may help you with your problem. Your name on our complimentary list, "R-6," brings it without obligation.

The HOCKENBURY SYSTEM Inc.
• Penn-Harris Trust Bldg •
• HARRISBURG-PENNA •

3 Shirts for \$10 Custom-Made
Shirts
UP Three for \$10.00
of broadcloth, poplin, madras and oxfords.
Samples on request.
Stevens Custom Shirt Company
Elmira, N. Y.
No Agents.

**ENGRAVING EMBOSSEING
PRINTING**

LETTERHEADS BUSINESS CARDS
WEDDING & SOCIAL STATIONERY
SKETCHES SUBMITTED ON REQUEST

CENTURY ENGRAVING & EMBOSSEING CO.
19 S. WELLS ST., CHICAGO, U. S. A.
W. G. Hartung, Pres.

10 Inches Off Waistline In 35 Days

"I reduced from 48 inches to 38 inches in 35 days," says R. E. Johnson, of Akron, O., "just by wearing a Director Belt. Stomach now firm, doesn't sag and I feel fine."

The Director Belt gets at the cause of fat and quickly removes it by its gentle, kneading, massaging action on the abdomen, which causes the fat to be dissolved and absorbed. Thousands have proved it and doctors recommend it as the natural way to reduce. Stop drugs, exercises and dieting. Try this easy way.

Sent on Trial

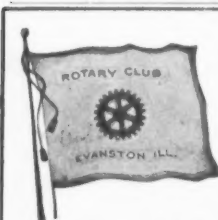
Let us prove our claims. We'll send a Director for trial. If you don't get results you owe nothing. You don't risk a penny. Write for trial offer, doctors' endorsements and letters from users. Mail the coupon NOW!

LONDON & WARNER
332 S. La Salle St., Chicago, Ill.

Landon & Warner, Dept. G-6, 332 S. La Salle, Chicago
Gentlemen: Without cost or obligation on my part please send me details of your trial offer.

Name.....

Address.....



Official Rotary Flags

Our Specialty

U. S. Flags—All Sizes—Qualities and prices. Badges and Banners

Send for catalogue.

GEORGE LAUTERER CO.
222 W. MADISON ST. CHICAGO, U. S. A.

"GET ACQUAINTED"

—with—

"ADCO" LUNCHEON BADGES

Celluloid or Metal

ADCRAFT MFG. CO.
2448 W. 22nd St. - CHICAGO

Write for Samples and Prices

IN MONTREAL The Rotary Club Meets
on Tuesdays, 12:45, at
THE Windsor
ON DOMINION SQUARE
JOHN DAVIDSON, Manager

Salt Lake City, Utah
HOTEL UTAH
GEO. O. RELF, Gen. Mgr.

Rotary Club Luncheons held here Tuesdays
12:15. Visiting Rotarians Welcome

enthusiastic when someone approached him with the suggestion that he take charge of such a band. From the musician's standpoint, a band is composed of a group of artist performers, and a group of boys with horns is simply a bunch of boys and so many horns. However, something inspired Perkins to go into the matter; possibly it was the memory of the yearning years of his youth. At any rate he consented to undertake the organization and instruction of a children's band. Then gradually the spirit of the thing got hold of him, and in a short time he had evolved the fundamental principles of the method which he has since used so successfully in the development of some of the finest boys' bands in the East. One of the most successful of these bands is the Framingham Rotary Club Boys' Band, which represents his first effort in conjunction with Rotary. You may judge for yourself what New England Rotarians think of this work when you know that Teddy Perkins is now spending almost his entire time teaching and training Rotary-supported boys' bands in various cities and towns in Massachusetts, and if there were two or three more Teddy Perkinses they could all keep busy in the same work, so eager are New England Rotary Clubs to secure his services.

BUT do not lose the significance of the fact that the Teddy Perkins of Rotary Boys' Bands is Theron D. Perkins of concert band, symphony and opera orchestra, cornet solo and choral fame. Think of the heritage bequeathed to the boys and girls whose musical development he directs and oversees.

"I regard my present work as the most important of my life," said he, in response to a question. "Of course, all of my previous experience has served to prepare me for what I am now doing, but there is one thing I want to make clear. While this work is primarily musical, its most important aspect is not that of an art, but that of a human activity. I have no thought of creating artists when I start to develop a boys' or girls' band. My job is to give every one of these youngsters in the quickest, easiest and most thorough way possible, a real musical experience. Some of them will never become anything more than ordinary music lovers. They will have a sufficient knowledge of music and enough playing ability so that music takes its proper place in their lives. The talented ones, the potential artists, will find

their talent while they are still young and lay the best kind of foundation for the careers for which their musical endowments fit them.

"While I keep uppermost my mission as an instructor, that I may give every boy and girl the fullest possible benefit of my own past experience, I never forget that a boys' band is something more than a musical organization. It is the best sort of training school for life and citizenship."

THERE are plenty of Rotarians in New England who fully comprehend and agree with everything Teddy Perkins says, and if you could attend a rehearsal of one of these Rotary Boys' bands, you would not have to sit very long to catch something of the same spirit that is actuating Teddy Perkins in what he calls the greatest work of his life—work that keeps him as young as the youngest boy in the band. You would not then be surprised, as you may be now, when I tell you that one Rotary Club, (Wakefield, Mass.), with a membership of about 30, subscribed and paid in over \$1900 to equip and start a boys' band, for they had received the inspiration from another Perkins-conducted boys' band. Lawrence Rotarians raised \$2,000 for their band, and Framingham Rotarians have paid out thousands of dollars since their band was first organized. Cambridge, without very much effort, raised \$2600. Beverly Rotarians raised enough money to equip an entire band and presented the outfit to the local school with funds for an instructor-conductor's salary. Of course there are many other Rotary boys' bands throughout the country, each with its own "Teddy Perkins." All praise to them, for this story is as much to their glory as it is to the man whose life history we have sketched.

But there are still boys longing "to play in the band."

You will remember that this story began with a home-town barber, a boy and a Grandfather.

The Grandfather, because he never had had an opportunity to develop his own musical instincts, had a very up-pish idea regarding music, and considered it of no great use to any save the women folks and dudes.

The home-town barber, because he played a horn in the band, knew what music meant to himself, and he had some sympathy for an ambitious boy. He took the time to help that boy.

Hence this Story. It has a Moral.



Talking It Over

(Continued from page 34)

Their "nots" weaken them. Their "nots" are always exactly where the nails of co-operation need to be driven.

Here are some of the "notty" men. One says, when asked to do something for the community welfare: "I can not spare the time," although this very same man has been known to spend at least an hour a day on the average in other places of business talking about the business he is not doing. Another man says: "I am not in favor of that plan, so I will not do what you want me to do." Or he says, "I will not contribute to that fund unless 'A' does," "A" being his competitor in business; or, "I will not work on a committee with 'B,' because I do not like 'B.'" Another man says, "I shall be glad to help, but I absolutely will not solicit funds; get some body else to do that." Still another says: "I will not support the Chamber of Commerce," because likely the Chamber of Commerce has at some time taken some action which he did not approve; or, "I will not support the Community Chest because I do not believe in mixing business and charity," or perhaps, "because I will not give any of my money to a certain organization which is to share in the Community Chest funds"; this, in spite of the fact that he may designate the apportionment of his subscription. Finally we even find the man who will not subscribe to anything for any one of a hun-

dred absurd reasons which you may have heard.

Thus was my fence built, of good, clear, strong pieces of timber; the discarded boards will serve their only use in being split up for kindling. Thus also is a community built, by the co-operation of those good, strong men who are willing whole-heartedly to put community welfare or common good above private interests, or individual good.

The biggest thing in the world is not working for self, but rather for the common good. The success of our lives will not be measured by the wealth we have accumulated, but rather by what we have done to make others happier, better, stronger men.

Rotarian Donald A. Fraser, of Victoria, B. C., has summed it all up in beautiful fashion:

*Oft times in school the master with his chalk
Writes out a goodly precept on the board,
And leaves it there until its truth is stored
Within the mind to blossom in the walk;
Then quickly comes, erasing brush in hand
And that fair line has passed forever out,
Leaving no trace of what it was about;
But on the floor there lies a film of sand.*

*So when the tender Master of the world
Shall at His will, me from life's board erase,
Leaving the spot I held so short a space
To drift in dust by wanton breezes whirled,
May there be something that my life has said
That others reading, grow by what they've read.*

Tucson, Arizona.

—EMMETT ROSE.

Statement of the Ownership, Management, Circulation, Etc.

REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.
OF THE ROTARIAN, published monthly at Chicago, Illinois, for April, 1927.

State of Illinois } ss.
County of Cook }

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Chesley R. Perry, who, having been duly sworn according to law, deposes and says that he is the Editor and Business Manager of THE ROTARIAN and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher: Rotary International, 221 E. Cullerton Street, Chicago, Ill.

Editor: Chesley R. Perry, 221 E. Cullerton Street, Chicago, Ill.

Managing Editor: Emerson Gause, 221 E. Cullerton Street, Chicago, Ill.

Business Manager: Chesley R. Perry, 221 E. Cullerton Street, Chicago, Ill.

2. That the owner is (if owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be

given): Rotary International, an Illinois Corporation, not organized for pecuniary profit; no capital stock and no stockholders; Harry H. Rogers, President, San Antonio, Texas; Chesley R. Perry, Secretary, Chicago, Ill.; Rufus F. Chapin, Treasurer, Chicago, Ill.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is: (This information is required from daily publications only.)

(Signed) CHESLEY R. PERRY.

Sworn to and subscribed before me this 22nd day of March, 1927.

(Signed) CECIL B. HARRIS.
(My commission expires 2 February, 1929.)



Meet Your Fellow Rotarians in South Africa

and enjoy while visiting them—

THE land of mellow sunshine and invigorating climate. The land of mystic magnificence—of towering mountains, majestic waterfalls, beautiful rivers and verdant veld. The land of modern cities and native kraals. The land of beautiful flowers, sylvan glades, botanical gardens, game reserves and primeval forests. Where you can motor over fine roads or travel by fast luxurious trains. Where you can see—

*The Great Diamond and Gold Mines
The Quaint Kaffir Kraals
The Mighty Drakensberg Mountains
The Wonderful Victoria Falls
The Magic Congo Caves
The Beautiful, Speedy, Preening Ostrich
The Glorious Cape Peninsula*

Send 10 cents (to cover postage) for illustrated travel literature

SOUTH AFRICAN GOVERNMENT TRAVEL BUREAU

Bowling Green Offices
No. 11 Broadway, New York City

STOP FORGETTING
Mark your "Tickler" cards with
Moore Card Signals
12 Colors

and you will be reminded at the proper time of your engagements, your contract expirations, your follow-up letters, your collections and many other things. Let us send you samples.

Moore Push-Pin Company
(Wayne Junction) Philadelphia, Pa.

Art Corner Your Pictures—Album

where you can keep them safe and enjoy them always.

Engel

5 Styles **Art Corners** 5 Colors

are on sale at Photo Supply and Album counters everywhere. They are the only Quick, Easy, Artistic, No Paste, No Fold way to mount Kodak Prints. A dime brings 100 and 1 sample to try. Write

ENGEL MFG. CO.
79-T 4711 N. Clark St., Chicago

Why are there so many charming women today?

NEVER before have there been so many charming women.

WHEREVER you go, you find them. Vivacious, happy, beautiful, delightfully dressed in the most exquisite taste.

CLEAR, pink-and-white complexion, luxurious, well-kept hair, gleaming teeth, trim athletic carriage—these are almost universal characteristics of American women of today.

Why?

At first thought it may sound absurd, but one of the most powerful teachers has been advertising.

ADVERTISING has helped to teach us all that the real basis of beauty is health and cleanliness. We are the greatest users of soap and water in the world.

ADVERTISING has taught us how to care for our teeth, our hair, our feet, our hands and our complexions.

ADVERTISING has taught us how to dress—how to choose colors and fabrics and becoming styles.

ADVERTISING has taught us how to talk, how to entertain.

ONE reason why so many women are charming is because so many women are reading advertising. From advertising they are learning the secrets of great beauty specialists. They are getting health information of inestimable value. They are learning the secrets of becoming dress from the famous designers of Paris and New York.

Advertising is one of the biggest reasons why so many women are so charming. Read advertising regularly



Send for catalog.

THE TIPP NOVELTY COMPANY
N. Street, Tippecanoe City, Ohio



"A City Is Known by Its Hotels"

HOTEL BOND

HARTFORD, CONN.

Accommodating 1,000 Guests

Harry S. Bond

Rotary Luncheons Mondays,
at 12:15

AMONG OUR LETTERS

"No Interest"

.... I want to say to you frankly there is absolutely no interest whatsoever in THE ROTARIAN in the Grand Forks Club.

A ROTARIAN.

Grand Forks, North Dakota.

"Worth While"

I want to tell you how much THE ROTARIAN means to me and to every member of the club. You and the editorial staff have done some of the finest work for Rotary International in putting across each month the inspirational and worth while, as well as highly interesting articles in this monthly.

L. MARSHALL BAKER,
President, Rotary Club.

Winchester, Virginia.

To Mexico

At the suggestion of President M. R. Marshall of the Rotary Club here I am sending you a copy of the letter written in Spanish and sent by the club to President Julio Zetina of the Rotary Club of Mexico City, expressing appreciation of the fine spirit and sound message of good will contained in his communication in the April number of THE ROTARIAN and telling him of the party leaving here for Mexico to study the country and the people in line with his plan outlined in THE ROTARIAN and backed by the encouragement of this club.

PERCY FRAZIER,
Secretary, Rotary Club.

Missoula, Montana.

A Good Friend

A good friend of mine in Indiana regularly sends me THE ROTARIAN, and I confess that I like this magazine very much indeed.

MAX HUBBUCH.

Winterthur, Switzerland.

Helpful

TO THE EDITOR:

This is to congratulate you upon Dean Clark's article "What Is the Matter With Our Young People?" It is clear, well written, and helpful. Such statements as this help the public to appreciate the real problem involved in the education of young people for the changing conditions of modern life.

JOY ELMER MORGAN,

Editor, "The Journal,"
National Education Association,
Washington, D. C.

Policy

It seems to be the policy of the International directorate to limit the contributions to THE ROTARIAN to the work of Rotarians. I think that this is a mistake. My experience as chairman of the Rotary Education Committee of this club would indicate that two thirds of our members do not read THE ROTARIAN at all. As I see it the chief function of THE ROTARIAN is Rotary education but it does no good to publish inspiring articles if the membership do not read them. There ought to be enough matter of general interest such as first-class stories, poetry and jokes so that those of our members who do not feel able to subscribe to more than one magazine would find all of their wants taken care of in THE ROTARIAN. They would then probably read the educational articles also. The magazine in general seems to me to have too much of a religious tone, reminding me of the church magazine that I read in my youth before I was able to select my own reading matter.

St. Joseph, Missouri.

A ROTARIAN.

Articles in THE ROTARIAN are not limited to members of Rotary Clubs.
—ED.

Page of Humor (?)

The only way in which I could suggest an improvement in THE ROTARIAN is to have one page near the close of the magazine that would be devoted to humorous items—something in a light vein carefully selected that would relieve the seriousness of the remainder of the publication.

F. B. MACKINDER,

St. Helena, California.

Do readers want a page of humor each month?—ED.

76-24 or 50-50 or —?

The only criticism I have encountered, is that THE ROTARIAN has too much Rotary, and not enough of general interest. The February number ran fifteen pages of light and general stuff to forty-six pages of Rotary. Whether 24 per cent is a good balance, from the publishers standpoint, is not for us readers to say. Speaking for myself, I should like to see the percentage brought up to fifty, so that the members of my family would look for THE ROTARIAN each month. Not necessarily fiction, you understand, but generally informative articles. However, if I were asked to criticize severely, I should have to acknowledge that you are doing a darn fine job.

CHARLES A. UPTON,

St. Paul, Minnesota.

For Fiftieth District Readers

Frank Honicker, secretary of the Rotary Club of Philadelphia, has turned over to me an offer from Dr. W. D. Ferguson, Medical Director of the Widener Memorial Industrial Training School for Crippled Children at Broad and Olney Avenue, Philadelphia, Pa. If any of the clubs of the Fiftieth District have knowledge of crippled girls between the ages of four and fourteen, do get in touch with the Doctor and perform a Rotary service. The school has wonderful buildings, equipment and location, a high reputation, is well endowed, and having once lived in this neighborhood for a period of seven years, I am giving my unqualified endorsement. The Institution cares for the youngsters from ten to twelve years, teaches her a trade, and it costs the parents nothing. Let's make this offer work at once.

CHARLES F. PUFF,

District Governor, Fiftieth District

Apology

We regret exceedingly the photograph of the Columbia River Highway, near Puget Sound, on Page 18 of the THE ROTARIAN for April. Just how your staff could confuse the Columbia River Highway as being located in Washington or near Puget Sound is impossible for us to understand.

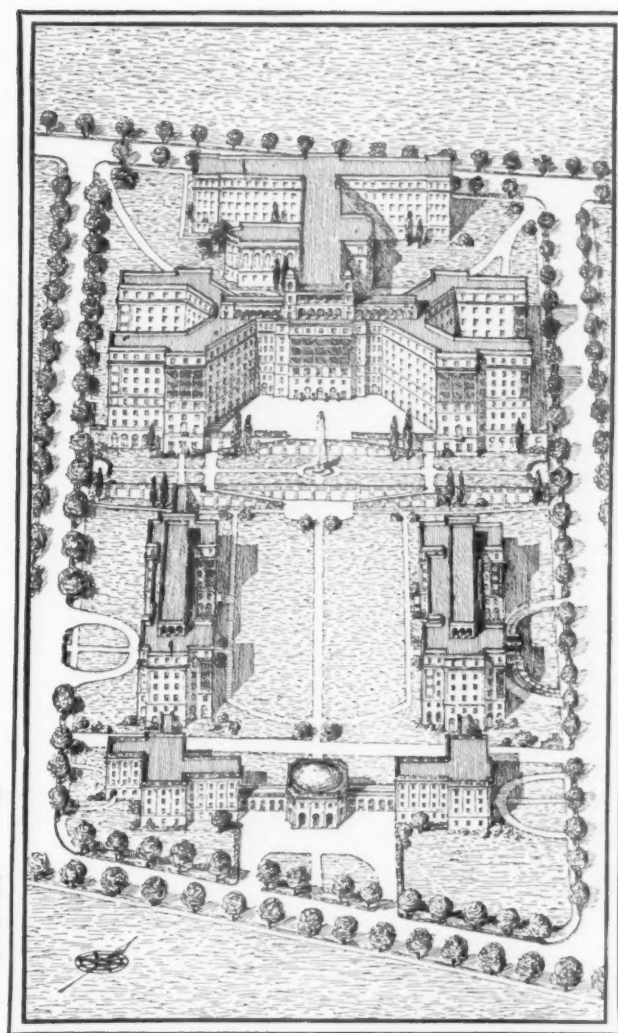
Needless to say we have expended a great many million dollars to advertise the Columbia River Highway and regret that such a gross error has been made by your staff as to portray the photograph and caption it as the Columbia River Highway. If Mr. Claude B. Fordyce, the author, would take the pains to read his copy I am sure that this mistake would be very apparent to him.

A correction on the part of THE ROTARIAN will be appreciated. It might be expecting too much to ask you to run a cut of the Columbia River Highway, however, if you will consent to make this correction the readers of THE ROTARIAN will readily understand why we have asked that this be done.

WALTER L. WHITING,
Secretary, Rotary Club.

Portland, Oregon.

The author was not at fault; the error was a mistake on the part of the member of the editorial staff who wrote the legend for the picture. Readers will find another photograph of the Columbia River Highway on page 54.—ED.



**Pittsburgh's
Medical
Center**

—a great group-
ing of hospitals in
intimate associa-
tion with the
School of Medi-
cine, University
of Pittsburgh.

Financing this \$18,000,000 Plan through public subscription

JUST as the construction of the Pittsburgh Medical Center will take years of planning and building . . . so the financing of that significant undertaking has been predicated upon a long-term, large-scale, many-sided plan. The first step in this financing is being completed, with the assistance of Ketchum, Inc. It has been marked by such success that the launching of the Medical Center Plan for Pittsburgh has been definitely assured . . . and we turn, now, with the boards of the affiliated institutions, to the plan-

ning of the other phases of this great financial program.

At the same time, in three different cities, Ketchum, Inc. has been carrying toward successful completion, three other large campaigns . . . one for \$2,000,000; another for \$1,500,000, and a third for \$750,000.

We will be glad to discuss the financial situation of your institution with you, in confidence and without obligation to you. Write direct to **CARLTON G. KETCHUM.**

KETCHUM, INC.

PITTSBURGH—Park Bldg. • NEW YORK—149 Broadway

*Professional organization and direction of fund-
raising activities for hospitals, colleges, churches,
community chests, fraternal organizations*

G R E A T P L A N S A N D H O W T H E Y A R E F I N A N C E D



BEFORE TREATMENT

June, 1925, before treatment. Tree in Central Park starving through neglect under semi-artificial conditions. Note thin foliage and dying top



AFTER TREATMENT

June, 1926—same tree one year after treatment. Restored to new health and vigor through Davey methods of scientific feeding and pruning

Saving the starving trees of Central Park, New York

TO EXPLAIN away the obvious results of neglect and inefficiency, various fanciful and fallacious theories were advanced as to the reasons why the trees of Central Park are dying. In 1925 the Davey Company challenged these unwarranted claims, and made the positive assertion that the trees of Central Park are dying from neglect and starvation. To prove the truth of this assertion, the Davey Company offered to treat, at its own expense, 100 dying trees as a demonstration.

A careful survey by Davey Experts indicated that about 25% of the older trees of Central Park are too far gone to save, and another 25%, approximately, are border-line cases in advanced stages of decline, but with some reasonable chance of saving them by proper treatment. The other 50% were in varying conditions from fairly good to relatively poor.

The 100 trees selected for demonstration were taken from the second group of border-line cases, and the Davey Company staked its reputation on its ability to save a substantial portion of these dying trees. The treatment given was the result of John Davey's life experience and the quarter of a century experience of the whole Davey organization.

This treatment was a combination of practical common sense and scientific knowledge and experience. For exactly the same reason that a good farmer cultivates his fields and fertilizes his soil, the ground under these trees was thoroughly cultivated—adequate and appropriate fertilizers were used—the ground was prepared to receive both water and air, so vital to plant life. One of

the important elements in this program was the use of Davey Tree Food to stimulate new growth quickly.

In addition to this, the trees were given expert scientific pruning to eliminate the dead and weak parts, and to establish a proper balance between a dying top and an impoverished root system. All the trees of Central Park are living under semi-artificial conditions, aggravated by neglect.

One year later, in June, 1926, photographs were again taken of the same 100 trees, and a thorough examination disclosed the fact that 90% of them showed definite improvement, a large proportion showing really marvelous improvement. The other 10% were holding their own.

All of this proves beyond the possibility of doubt or fallacious argument that most of the trees of Central Park can be saved, if the civic pride of New York forces a prompt and complete abandonment of the past policy of neglect.

All trees growing under lawn conditions are living under more or less artificial handicaps. Many of them are actually starving, slowly or rapidly. They need help. Are any of your trees starving? Look for danger signs in the slowly dying tops. The local Davey representative will be glad to examine your trees and report their condition to you without cost or obligation.



JOHN DAVEY
Father of Tree Surgery
Reg. U. S. Pat. Off.

THE DAVEY TREE EXPERT CO., Inc.
676 City Bank Bldg., Kent, Ohio

DAVEY TREE SURGEONS

